

YouGov / Sunday Times Survey Results

Sample Size: 2058 GB Adults
Fieldwork: 28th - 29th October 2010

	Total	Voting intention			Gender		Age				Social grade		Region					
		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	2058	680	602	205	1004	1054	248	528	704	578	1155	872	266	670	441	502	179	
Unweighted Sample	2058	658	580	210	1015	1043	129	513	877	539	1319	708	312	696	401	455	194	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Headline Voting Intention																		
Con	42	100	0	0	39	45	26	44	40	48	46	36	46	55	41	34	15	
Lab	37	0	100	0	39	35	47	37	39	32	36	39	37	25	38	47	54	
Lib Dem	13	0	0	100	12	13	17	13	13	11	12	14	13	14	14	12	9	
Other	8	0	0	0	9	7	10	6	7	9	6	11	4	6	8	8	22	
Other Parties Voting Intention																		
UKIP	3	0	0	0	3	3	1	3	3	4	2	4	3	2	3	6	0	
SNP / PCY	2	0	0	0	3	2	4	2	2	3	2	3	0	0	2	0	22	
Green	1	0	0	0	1	1	0	1	1	1	1	1	1	2	0	0	0	
BNP	1	0	0	0	2	0	5	0	1	1	1	2	0	1	3	1	0	
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Other	0	0	0	0	1	0	0	0	1	0	1	0	0	0	0	1	0	
Non Voters																		
Would Not Vote	8	0	0	0	7	10	10	14	7	4	7	10	9	8	7	12	4	
Don't know	13	0	0	0	10	16	18	17	13	7	12	14	12	15	9	15	12	
Do you approve or disapprove of the Government's record to date?																		
Approve	42	40	86	5	54	42	39	27	36	40	51	45	34	46	49	40	32	23
Disapprove	43	44	4	87	24	45	42	51	41	47	39	40	49	41	33	46	51	62
Don't know	15	16	10	8	22	13	19	22	23	13	11	16	17	14	18	14	17	15

27-28 Oct
28 - 29 Oct

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

	21 - 22 Oct	28 - 29 Oct	Voting intention		Gender		Age				Social grade		Region					
			Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Do you think that David Cameron is doing well or badly as Prime Minister?																		
Very well	14	15	40	1	8	15	15	10	11	14	22	16	13	17	19	17	11	2
Fairly well	35	39	58	13	68	37	41	29	42	40	40	42	36	41	43	36	36	39
TOTAL WELL	49	54	98	14	76	52	56	39	53	54	62	58	49	58	62	53	47	41
Fairly badly	22	22	2	43	13	22	21	27	21	20	22	22	21	15	16	22	27	34
Very badly	19	17	0	37	6	19	15	21	14	22	13	14	22	22	13	16	20	21
TOTAL BADLY	41	39	2	80	19	41	36	48	35	42	35	36	43	37	29	38	47	55
Don't know	9	7	0	5	4	6	8	13	11	4	3	6	8	5	8	8	7	5

	21 - 22 Oct	28 - 29 Oct	Voting intention		Gender		Age				Social grade		Region					
			Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Do you think Ed Miliband is doing well or badly as leader of the Labour party?																		
Very well	5	5	1	16	3	6	4	3	3	7	7	5	6	6	3	6	9	4
Fairly well	30	29	19	51	30	29	29	23	27	28	34	29	29	30	25	28	29	44
TOTAL WELL	35	34	20	67	33	35	33	26	30	35	41	34	35	36	28	34	38	48
Fairly badly	18	21	29	10	27	24	17	19	17	23	22	21	20	24	22	19	21	17
Very badly	8	11	16	2	10	12	9	14	9	11	9	10	11	9	14	11	8	6
TOTAL BADLY	26	32	45	12	37	36	26	33	26	34	31	31	31	33	36	30	29	23
Don't know	38	34	35	21	29	28	40	40	43	31	28	35	34	30	36	37	33	29

	21 - 22 Oct	28 - 29 Oct	Voting intention		Gender		Age				Social grade		Region					
			Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?																		
Very well	6	7	12	1	23	6	7	3	4	8	10	7	7	9	7	11	4	1
Fairly well	35	36	66	10	57	34	39	23	35	36	43	39	32	39	42	32	32	30
TOTAL WELL	41	43	78	11	80	40	46	26	39	44	53	46	39	48	49	43	36	31
Fairly badly	21	21	13	26	12	20	22	19	21	22	20	21	20	20	19	19	23	26
Very badly	24	25	3	57	4	30	19	32	22	27	21	22	28	25	19	23	30	34
TOTAL BADLY	45	46	16	83	16	50	41	51	43	49	41	43	48	45	39	42	53	60
Don't know	14	11	7	5	4	9	14	24	18	8	5	11	13	7	13	15	10	8

	21 - 22 Oct	28 - 29 Oct	Voting intention		Gender		Age				Social grade		Region					
			Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly?																		
Very well	12	12	26	1	23	13	12	7	7	12	20	13	11	15	14	16	9	3
Fairly well	41	44	68	21	58	43	44	33	45	45	44	46	40	43	51	42	38	37
TOTAL WELL	53	56	94	22	81	56	56	40	52	57	64	59	51	58	65	58	47	40
Fairly badly	23	20	3	39	12	20	20	25	22	18	18	19	21	18	16	19	22	35
Very badly	16	16	1	33	3	18	14	18	12	20	12	13	19	16	10	15	22	19
TOTAL BADLY	39	36	4	72	15	38	34	43	34	38	30	32	40	34	26	34	44	54
Don't know	9	8	2	6	5	6	10	17	13	4	5	8	9	8	9	7	9	7

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

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

Very good	7	7	15	1	15	8	7	3	4	6	13	8	6	9	10	7	5	2
Fairly good	23	25	55	3	37	26	24	14	24	26	30	28	22	28	31	24	21	17
TOTAL GOOD	30	32	70	4	52	34	31	17	28	32	43	36	28	37	41	31	26	19
Fairly bad	23	21	8	31	21	19	22	20	24	20	18	20	21	17	19	25	18	26
Very bad	24	23	2	53	4	26	20	31	18	28	19	20	28	25	17	22	28	34
TOTAL BAD	47	44	10	84	25	45	42	51	42	48	37	40	49	42	36	47	46	60
Won't make much difference either way	16	17	16	10	19	16	17	17	19	16	15	17	16	13	15	17	20	17
Don't know	7	7	4	2	5	5	9	14	11	4	4	7	7	7	9	5	8	4

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

Very well	9	11	28	0	12	12	10	7	7	10	18	13	9	13	15	11	7	4
Fairly well	33	36	65	8	58	35	37	25	39	36	38	38	34	38	40	37	33	24
TOTAL WELL	42	47	93	8	70	47	47	32	46	46	56	51	43	51	55	48	40	28
Fairly badly	24	22	2	42	16	23	21	27	24	21	20	21	24	18	17	25	24	34
Very badly	21	19	1	43	4	21	18	22	16	24	16	17	22	21	15	18	23	28
TOTAL BADLY	45	41	3	85	20	44	39	49	40	45	36	38	46	39	32	43	47	62
Don't know	13	12	5	6	10	10	13	19	15	9	8	12	11	9	14	9	13	10

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

Very good	0	1	1	0	3	1	0	1	1	1	0	1	1	2	1	0	1	1
Quite good	3	6	13	4	5	8	5	6	7	4	8	7	6	11	7	4	6	4
TOTAL GOOD	3	7	14	4	8	9	5	7	8	5	8	8	7	13	8	4	7	5
Neither good nor bad	14	19	25	16	19	20	17	12	19	18	22	18	19	18	18	22	18	15
Quite bad	46	46	39	56	48	41	51	39	44	49	48	47	45	43	48	45	42	57
Very bad	33	24	21	24	23	26	22	28	23	26	21	23	27	23	21	26	28	23
TOTAL BAD	79	70	60	80	71	67	73	67	67	75	69	70	72	66	69	71	70	80
Don't know	3	4	1	1	2	3	5	14	7	1	1	5	4	4	5	3	5	1

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

Get a lot better	1	1	1	1	2	1	1	3	2	0	0	1	1	3	0	1	1	1
Get a little better	8	11	16	8	11	13	9	12	14	8	10	11	10	14	11	11	9	9
TOTAL BETTER	9	12	17	9	13	14	10	15	16	8	10	12	11	17	11	12	10	10
Stay the same	21	29	39	21	37	29	29	29	34	25	30	31	26	28	33	24	30	24
Get a little worse	42	34	33	38	33	34	35	23	26	38	42	36	33	30	33	41	30	44
Get a lot worse	23	20	8	29	14	19	21	22	16	27	17	16	26	18	18	21	24	20
TOTAL WORSE	65	54	41	67	47	53	56	45	42	65	59	52	59	48	51	62	54	64
Don't know	4	4	2	2	3	4	5	11	7	2	1	5	4	7	4	2	6	1

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

Do you think the British economy is on the road to recovery, has stabilised or is still getting worse?

The economy is on the road to recovery	11	22	3	12	12	9	14	11	7	13	11	9	14	14	11	6	4
The economy has stabilised, but is not yet on the road to recovery	52	67	43	62	53	51	42	52	52	58	54	50	52	53	51	52	55
The economy is still getting worse	30	9	48	22	29	32	31	28	37	24	27	34	27	25	31	35	38
Don't know	7	2	5	4	6	8	13	10	4	5	7	6	8	7	7	8	3

The government have argued that the cuts laid out in their spending review are vital for reducing the deficit and encouraging the economy to grow, but others have argued that cuts risk putting the country back into recession. Which of the following best reflects your view?

It is important to cut the deficit quickly and the government are going the right way about getting the British economy back on track	38	82	3	45	41	35	24	37	36	47	44	30	39	46	39	31	20
The government are cutting the deficit too quickly and risk putting the country back into recession	46	9	87	36	46	47	47	43	50	43	41	53	46	38	47	51	64
Neither	6	4	3	9	6	6	4	5	8	6	5	7	5	4	6	8	7
Don't know	10	5	6	11	7	12	24	15	6	4	10	10	10	12	8	10	8

The government have proposed that there should be a cap of £400 a week (around £20,000 a year) on the amount of housing benefit anyone can claim. Some people have said that these changes would be unfair on poorer people living in high rent areas like central London and would lead to tens of thousands of people losing their homes. Other people have said that it is unfair that people on benefit should be given more money to spend on rent than many people in full time work can afford. Do you support or oppose the proposed cap on housing benefit?

Support	72	94	52	78	72	71	62	72	70	77	74	69	69	73	73	73	61
Oppose	16	3	35	11	17	14	13	14	18	16	14	18	20	13	14	16	25
Don't know	13	3	14	11	10	15	25	14	12	7	12	13	11	14	13	11	14

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

Thinking about the amount of money the UK currently contributes towards the European Union, do you think it is too much, too little, or about right?

Too much	70	85	61	62	72	69	58	57	76	80	67	75	69	73	72	69	60
Too little	2	1	3	2	2	1	2	3	1	1	2	2	2	1	1	2	2
About right	12	5	22	21	16	9	12	14	11	12	15	8	13	9	14	12	23
Don't know	16	9	15	15	10	21	28	26	11	6	16	15	15	17	13	18	15

And thinking about the European Union's organisation and the people who work for it, do you think the European Union's organisation should be expanded, made smaller, or kept at its current size?

Expanded	3	2	4	3	4	1	2	4	2	2	3	2	5	2	3	2	3
Made smaller	63	80	54	64	68	59	48	44	70	78	63	64	66	63	63	64	57
Kept at its current size	18	11	27	25	19	18	25	25	14	15	19	18	13	18	19	17	30
Don't know	16	8	16	8	9	22	25	26	14	4	15	17	16	17	16	17	11

The European Union has proposed an increase on 6% in their budget. David Cameron has said he will try to block this increase. Do you think Mr Cameron is right or wrong to try and block the increase in the EU budget?

Right	80	94	71	87	83	78	66	71	84	91	82	79	81	81	82	79	79
Wrong	7	3	14	4	9	5	10	9	6	5	7	7	9	6	6	7	10
Don't know	13	3	15	9	8	18	24	20	10	4	11	14	10	14	12	14	11

At the forthcoming EU summit the European Union will also discuss changes to the EU treaties to impose tougher budget discipline on member states and limit the amount they can borrow. Which of the following best reflects your view?

This is a good idea and should apply to all countries in the EU, including the UK	29	28	28	42	32	26	29	33	26	29	32	25	28	30	28	29	29
This is a good idea for countries in the Eurozone, but should not apply to countries like the UK that have their own currency	37	47	36	35	42	32	25	28	40	46	37	37	43	37	39	34	31
This is a bad idea for all the countries in the EU and shouldn't go ahead	11	11	14	6	13	9	13	8	12	12	11	12	11	9	10	12	21
Don't know	23	14	23	17	13	33	34	31	22	12	20	26	18	25	22	25	19

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

It has been suggested that David Cameron may agree to support new rules giving the EU extra economic powers over countries in the Eurozone in exchange for the European Union agreeing to freeze their budget. Would you support or oppose this deal?

Support	30	37	25	44	36	23	25	30	29	31	31	27	27	34	30	27	24
Oppose	33	30	40	28	37	29	34	24	36	38	32	34	34	30	32	35	43
Don't know	37	33	35	28	26	47	41	46	35	30	36	38	39	37	37	38	33

Several officials and members of FIFA (the world governing body for football) have been filmed by a British newspaper apparently offering votes on who should host the World Cup in exchange for money. FIFA has suspended the people involved pending investigations. In the light of these events do you think FIFA can or cannot be trusted to deliver a fair vote on who should host the World Cup in 2018?

Can be trusted	11	11	13	13	10	11	15	12	10	9	11	10	14	9	8	12	15
Cannot be trusted	72	77	71	73	79	66	62	68	76	76	70	75	67	74	73	72	72
Don't know	17	12	16	13	11	23	23	20	14	15	18	15	19	17	18	16	13

Currently the FIFA executive votes in secret to determine the host of the World Cup. Would you support or oppose making members' votes public?

Support	76	80	78	75	81	71	66	66	80	85	75	77	79	73	78	78	71
Oppose	10	8	11	12	11	8	15	17	7	5	9	11	8	9	9	9	16
Don't know	14	12	11	13	8	20	19	17	14	10	16	12	13	17	13	13	13

Do you think the expose of potential vote-buying in FIFA has made it more or less likely that England will win their bid to host the 2018 World Cup?

More likely	6	5	8	8	7	5	11	7	6	4	5	8	5	6	3	7	11
Less likely	37	43	38	35	39	35	34	36	37	40	38	37	34	37	41	40	25
No difference	35	35	36	35	40	30	28	37	36	33	35	34	34	32	36	32	47
Don't know	22	17	18	22	14	30	26	21	21	22	22	22	26	25	19	21	17

Would you like to see England win the right to host the 2018 Football World Cup?

Yes, I would	54	51	64	57	62	46	60	57	54	48	53	54	61	50	57	62	30
No, I would not	27	29	20	25	26	28	25	24	27	31	27	28	26	30	24	21	43
Not sure	19	19	16	18	12	26	16	19	19	21	20	18	13	20	20	17	27

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

And do you think England deserves to win the right to host the 2018 Football World Cup?

Yes, they do	48	48	56	47	56	40	47	51	48	44	45	51	50	45	51	54	30
No, they do not	27	27	20	24	26	27	29	24	27	28	27	27	25	27	25	22	45
Not sure	26	25	23	28	18	33	24	25	25	28	28	22	24	28	25	24	25

Deer stalking (hunting deer with a gun) is currently legal in Britain and is carried out for both sport and to control the population of deer, who have no natural predators. Hunters must use licenced guns and most deer can only be hunted during the official open season. Do you think it should or should not be legal to shoot deer?

Should be legal	45	58	35	47	53	37	40	43	43	52	49	39	48	46	40	46	46
Should not be legal	44	33	54	44	38	50	48	40	48	41	39	50	39	42	49	43	45
Don't know	11	9	11	9	9	13	12	17	10	7	12	10	13	12	11	11	9

In the past few weeks a very large stag in Exmoor, known as "The Emperor" and reputed to be the largest wild animal in Britain, has reportedly been shot. Some people have said that it was wrong to shoot such a large and impressive animal, while others have said that it was legal to do so and that the stag's age meant it may have been justified. Do you think it was acceptable or unacceptable for the stag known as the Emperor to be shot?

Acceptable	20	27	13	22	25	14	14	19	20	21	21	17	18	21	17	20	21
Unacceptable	67	59	75	67	62	71	70	61	68	69	64	70	59	65	72	68	67
Don't know	14	14	12	11	13	15	16	19	12	10	15	12	23	14	11	13	12

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

17 - 18
Aug

The Chairman of the National Trust has suggested changes to way National Trust properties attract tourists, suggesting ideas such as roping-off fewer areas, allowing members of the public to touch some exhibits and providing guides dressed in period costumes. Some people think this would attract more tourists to National Trust properties, while other people think it would amount to the "disneyfication" of their properties. Would you support or oppose these type of changes?

Support	53	55	59	54	68	55	55	53	55	56	54	56	54	50	53	61	57	45
Oppose	31	25	26	26	20	27	24	21	21	22	35	26	24	27	27	21	24	30
Don't know	16	20	16	20	13	19	21	26	24	22	11	18	22	23	20	18	18	24

Some people have suggested that Britain should move the clocks forward an extra hour, to be in line with continental Europe. This would mean there was an hour less daylight in the mornings, and an extra hour of daytime in the evening. Would you support or oppose moving the clocks forward an extra hour?

Support		54	57	53	64	56	51	40	46	57	62	54	52	50	57	56	56	35
Oppose		34	34	35	30	35	34	46	36	32	31	33	36	32	31	32	33	56
Don't know		12	9	12	6	9	15	14	18	11	7	12	12	18	11	12	11	9

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	55	127
Male 25 to 39	226	264
Male 40 to 54	440	350
Male 55 +	294	263
Female 18 to 24	74	122
Female 25 to 39	287	263
Female 40 to 54	437	355
Female 55 +	245	314
Region		
North England	455	502
Midlands	279	337
East England	211	198
London	312	266
South England	485	472
Wales	122	103
Scotland	194	179
Social Grade		
AB	776	568
C1	543	588
C2	295	426
DE	413	446
Newspaper Type		
Express / Mail	368	309
Sun / Star	207	439
Mirror / Record	137	315
Guardian / Independent	194	63
FT / Times / Telegraph	248	175
Other Paper	230	239
No Paper	674	518
Political Party Identification		
Labour	629	668
Conservative	541	593
Liberal Democrat	245	246
Others	220	61
None/ DK	423	490

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