

YouGov / The Sunday Times Survey Results

Sample Size: 2749 GB Adults
Fieldwork: 21st - 22nd July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2749	756	921	213	876	725	591	1336	1413	333	701	940	775	1567	1182	352	893	588	676	239
Unweighted Sample	2749	745	825	213	871	660	629	1312	1437	167	689	1083	810	1751	998	440	895	525	630	259
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	35	100	0	0	85	2	10	36	34	31	35	34	39	39	30	42	44	33	30	15
Lab	43	0	100	0	7	93	37	42	43	45	44	46	38	39	49	40	32	45	55	49
Lib Dem	10	0	0	100	1	2	40	9	11	13	12	8	9	11	8	10	13	10	8	6
Other	12	0	0	0	7	2	13	12	11	11	9	12	14	11	13	8	11	12	8	30

Other Parties Voting Intention

UKIP	5	0	0	0	5	0	3	5	5	3	2	6	8	4	6	4	7	7	3	0
SNP / PCY	3	0	0	0	0	1	2	4	2	4	3	3	3	3	3	0	0	2	0	28
Green	2	0	0	0	0	1	6	2	3	1	3	2	2	2	2	3	2	2	2	2
BNP	1	0	0	0	1	0	0	1	1	3	1	1	1	1	2	1	1	1	2	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	1	0	0	0	0	1	0	0	0	1	1	0	0

Non Voters

Would Not Vote	9	0	0	0	4	2	6	7	10	11	14	7	5	6	11	5	10	7	11	6
Don't know	14	0	0	0	11	9	21	9	18	11	14	16	12	14	13	13	15	15	12	7

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

		July 20-21	July 21-22	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			
Approve	29	28		78	3	42	59	7	21	32	25	28	27	27	31	32	23	34	34	26	25	18
Disapprove	57	57		10	90	41	26	85	64	57	57	47	56	61	58	54	61	50	52	59	63	68
Don't know	13	14		12	7	17	14	8	15	11	17	25	17	12	10	13	16	17	15	15	12	14

Fieldwork: 21st - 22nd July 2011

	Total	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		
Weighted Sample	2749	756	921	213	876	725	591	1336	1413	333	701	940	775	1567	1182	352	893	588	676	239		
Unweighted Sample	2749	745	825	213	871	660	629	1312	1437	167	689	1083	810	1751	998	440	895	525	630	259		
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		July 14-15	July 21-22																			
Do you think that David Cameron is doing well or badly as Prime Minister?																						
Very well	6	6	19	1	3	14	1	1	7	5	7	6	5	6	6	5	9	7	4	5	4	
Fairly well	35	33	74	7	51	61	9	30	34	32	37	33	30	34	37	27	33	39	34	29	19	
TOTAL WELL	41	39	93	8	54	75	10	31	41	37	44	39	35	40	43	32	42	46	38	34	23	
Fairly badly	31	31	6	45	33	16	41	41	27	35	25	34	32	31	32	31	30	31	31	29	41	
Very badly	22	24	0	46	7	6	45	21	27	21	21	19	28	25	20	29	21	17	25	31	32	
TOTAL BADLY	53	55	6	91	40	22	86	62	54	56	46	53	60	56	52	60	51	48	56	60	73	
Don't know	7	6	1	2	5	3	3	6	5	7	10	9	5	3	5	8	7	6	7	6	4	
Do you think Ed Miliband is doing well or badly as leader of the Labour party?																						
Very well	3	4	1	10	1	1	10	3	5	3	2	3	4	5	3	5	4	3	4	5	4	
Fairly well	29	31	15	55	35	17	52	32	31	31	35	29	31	30	30	32	32	27	31	33	38	
TOTAL WELL	32	35	16	65	36	18	62	35	36	34	37	32	35	35	33	37	36	30	35	38	42	
Fairly badly	34	31	38	22	36	34	23	37	33	29	28	32	30	32	34	27	32	33	30	30	31	
Very badly	19	19	34	3	16	34	3	15	22	16	14	16	21	22	19	18	18	21	18	18	15	
TOTAL BADLY	53	50	72	25	52	68	26	52	55	45	42	48	51	54	53	45	50	54	48	48	46	
Don't know	15	15	11	10	11	14	12	14	10	21	21	20	14	11	13	18	15	16	18	14	12	
Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?																						
Very well	2	2	3	0	13	2	1	4	2	2	1	2	2	3	2	2	3	2	2	2	1	
Fairly well	22	22	45	7	53	37	8	26	23	21	17	23	21	25	25	19	25	26	21	18	16	
TOTAL WELL	24	24	48	7	66	39	9	30	25	23	18	25	23	28	27	21	28	28	23	20	17	
Fairly badly	32	33	33	35	26	34	34	34	31	36	35	33	32	34	34	32	33	36	33	31	29	
Very badly	34	33	12	54	3	18	52	29	37	28	38	28	35	32	32	34	31	24	33	40	46	
TOTAL BADLY	66	66	45	89	29	52	86	63	68	64	73	61	67	66	66	66	64	60	66	71	75	
Don't know	10	10	7	4	5	9	5	7	7	13	8	14	10	6	7	13	8	11	11	8	7	
Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly?																						
Very well	4	3	10	0	7	6	1	3	4	3	2	4	4	3	4	3	5	4	2	2	3	
Fairly well	35	33	69	9	64	57	11	35	34	32	32	31	32	37	37	28	35	38	34	31	19	
TOTAL WELL	39	36	79	9	71	63	12	38	38	35	34	35	36	40	41	31	40	42	36	33	22	
Fairly badly	31	32	15	45	23	22	41	36	31	32	32	32	31	33	33	31	33	33	34	27	38	
Very badly	22	24	3	44	2	8	44	20	25	23	25	21	27	23	20	29	21	16	23	33	38	
TOTAL BADLY	53	56	18	89	25	30	85	56	56	55	57	53	58	56	53	60	54	49	57	60	76	
Don't know	8	7	4	2	3	7	3	6	5	9	9	12	6	4	6	9	6	9	8	6	3	

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	Total	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
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Unweighted Sample	2749	745	825	213	871	660	629	1312	1437	167	689	1083	810	1751	998	440	895	525	630	259	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Do you think this coalition government is good or bad for people like you?																					
Very good	2	3	9	0	9	6	1	3	4	3	0	4	3	4	4	2	5	3	3	3	3
Fairly good	20	19	45	3	43	36	4	21	21	16	19	18	18	20	20	16	20	23	17	15	14
TOTAL GOOD	22	22	54	3	52	42	5	24	25	19	19	22	21	24	24	18	25	26	20	18	17
Fairly bad	24	25	17	33	19	20	30	27	22	27	22	25	23	28	28	20	27	24	23	25	29
Very bad	27	27	3	52	6	8	50	24	29	25	24	24	31	26	23	32	23	20	29	33	38
TOTAL BAD	51	52	20	85	25	28	80	51	51	52	46	49	54	54	51	52	50	44	52	58	67
Won't make much difference either way	20	21	24	10	21	26	12	21	20	22	26	22	21	19	20	23	19	23	23	20	15
Don't know	6	5	3	3	2	4	3	4	3	7	9	7	4	3	5	6	6	7	5	4	2
Do you think the coalition government is managing the economy well or badly?																					
Very well	5	5	14	0	8	11	1	3	6	4	6	4	4	5	5	4	7	6	3	3	5
Fairly well	31	28	67	5	45	54	7	27	31	26	25	28	28	32	32	23	29	32	27	28	18
TOTAL WELL	36	33	81	5	53	65	8	30	37	30	31	32	32	37	37	27	36	38	30	31	23
Fairly badly	33	31	11	44	32	19	43	37	29	34	31	31	34	29	32	31	30	30	32	30	40
Very badly	22	25	2	47	5	8	44	23	26	24	19	22	27	27	21	30	21	20	25	31	29
TOTAL BADLY	55	56	13	91	37	27	87	60	55	58	50	53	61	56	53	61	51	50	57	61	69
Don't know	10	11	7	5	9	9	6	11	9	13	19	15	7	7	10	12	12	12	12	8	8
In your opinion how good or bad is the state of Britain's economy at the moment?																					
Very good	1	0	1	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
Quite good	3	3	8	1	5	7	1	3	4	3	6	4	3	2	4	2	3	4	3	3	1
TOTAL GOOD	4	3	9	1	6	7	1	3	4	3	6	5	3	2	4	2	3	4	3	3	1
Neither good nor bad	18	18	28	11	33	25	11	21	20	16	27	18	17	16	19	16	20	18	19	15	19
Quite bad	49	49	48	52	50	48	50	52	49	49	42	46	49	54	49	49	51	50	46	48	49
Very bad	26	26	14	33	11	19	35	22	25	28	19	26	30	26	24	29	22	24	27	30	29
TOTAL BAD	75	75	62	85	61	67	85	74	74	77	61	72	79	80	73	78	73	74	73	78	78
Don't know	3	3	1	1	0	1	1	2	2	4	7	4	2	2	3	3	3	3	5	2	2
How do you think the financial situation of your household will change over the next 12 months?																					
Get a lot better	1	1	3	0	1	2	1	1	2	1	6	1	1	0	1	1	1	2	0	2	2
Get a little better	9	9	15	7	13	11	8	8	12	7	24	13	6	3	12	7	16	9	6	9	10
TOTAL BETTER	10	10	18	7	14	13	9	9	14	8	30	14	7	3	13	8	17	11	6	11	12
Stay about the same	29	28	39	21	36	34	20	30	28	27	32	32	25	25	28	27	30	29	30	23	26
Get a little worse	36	37	32	42	37	35	41	37	35	38	28	31	38	44	38	35	32	39	37	35	38
Get a lot worse	21	21	10	28	9	16	28	21	20	22	6	17	27	25	18	26	19	17	22	27	21
TOTAL WORSE	57	58	42	70	46	51	69	58	55	60	34	48	65	69	56	61	51	56	59	62	59
Don't know	5	4	1	2	3	2	2	3	3	4	5	6	3	2	3	4	3	4	4	3	4

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

	July 14-15	July 21-22																				
How well or badly do you think David Cameron has responded to the situation in Libya?																						
Very well	4	3	10	0	5	7	1	2	5	2	3	3	2	5	5	2	6	4	3	1	4	
Fairly well	33	31	52	24	39	46	25	30	37	26	24	32	32	31	32	29	33	33	32	28	25	
TOTAL WELL	37	34	62	24	44	53	26	32	42	28	27	35	34	36	37	31	39	37	35	29	29	
Fairly badly	26	28	18	37	28	20	36	32	27	29	32	21	29	31	28	28	23	28	25	31	33	
Very badly	14	14	4	19	7	9	17	11	18	11	6	14	15	17	14	15	13	12	16	15	15	
TOTAL BADLY	40	42	22	56	35	29	53	43	45	40	38	35	44	48	42	43	36	40	41	46	48	
Don't know	23	24	17	19	21	18	22	24	14	33	35	30	21	16	21	27	25	23	24	24	22	

	July 20-21	July 21-22																				
Do you think Britain, France, the US and other countries are right or wrong to take military action in Libya?																						
Right	34	35	48	34	46	43	35	35	46	25	37	39	33	34	38	31	39	37	31	32	42	
Wrong	43	41	33	45	36	37	39	44	41	41	31	32	44	49	39	43	38	40	44	43	35	
Don't know	23	24	19	21	18	20	26	20	14	33	31	29	24	17	23	25	22	24	24	25	23	

	July 20-21	July 21-22																				
Overall do you think the coalition's military action in Libya is going well or badly?																						
Very well	1	1	3	1	6	2	1	1	2	1	2	2	1	1	1	2	2	1	2	2	1	
Fairly well	27	24	39	23	26	33	25	21	32	18	19	25	25	25	26	22	28	26	24	21	25	
TOTAL WELL	28	25	42	24	32	35	26	22	34	19	21	27	26	26	27	24	30	27	26	23	26	
Fairly badly	36	36	32	41	36	33	37	42	37	35	37	28	36	43	36	35	35	38	32	37	34	
Very badly	12	11	5	14	4	8	12	9	13	10	8	10	12	13	10	13	10	9	13	14	12	
TOTAL BADLY	48	47	37	55	40	41	49	51	50	45	45	38	48	56	46	48	45	47	45	51	46	
Don't know	24	27	22	21	28	23	24	28	17	36	34	35	26	18	25	28	25	26	29	27	27	

	July 14-15	July 21-22																				
How well or badly do you think the following have handled the phone-hacking affair?																						
David Cameron																						
Very well	8	4	13	1	1	10	1	1	4	4	5	5	4	5	5	4	4	5	5	4	3	
Fairly well	28	20	46	8	22	38	8	16	21	20	23	20	18	21	22	18	25	23	19	18	10	
TOTAL WELL	36	24	59	9	23	48	9	17	25	24	28	25	22	26	27	22	29	28	24	22	13	
Fairly badly	24	25	24	23	34	27	22	31	25	25	19	23	27	28	28	22	23	27	25	24	24	
Very badly	24	35	6	58	26	11	58	39	39	31	28	31	39	37	32	39	34	28	36	37	50	
TOTAL BADLY	48	60	30	81	60	38	80	70	64	56	47	54	66	65	60	61	57	55	61	61	74	
Not sure	16	15	12	10	17	13	12	13	11	19	25	22	13	9	13	18	15	16	15	17	12	

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Ed Miliband																					
Very well	11	10	3	22	7	4	21	10	12	7	5	9	11	10	10	9	9	7	12	11	9
Fairly well	38	32	28	43	36	23	42	37	35	29	32	28	32	34	32	31	36	30	30	30	43
TOTAL WELL	49	42	31	65	43	27	63	47	47	36	37	37	43	44	42	40	45	37	42	41	52
Fairly badly	19	21	31	11	27	31	11	22	22	19	14	18	21	25	23	18	19	24	21	18	18
Very badly	9	12	18	5	8	20	4	9	14	11	15	9	13	14	12	13	14	15	11	11	10
TOTAL BADLY	28	33	49	16	35	51	15	31	36	30	29	27	34	39	35	31	33	39	32	29	28
Not sure	22	25	20	19	22	22	23	23	17	33	33	35	23	17	23	29	22	24	27	29	20
Nick Clegg																					
Very well	5	2	5	1	7	4	1	3	2	3	1	3	3	3	3	2	4	2	3	2	0
Fairly well	28	22	35	15	42	30	16	25	25	18	25	21	21	23	24	19	29	25	19	19	15
TOTAL WELL	33	24	40	16	49	34	17	28	27	21	26	24	24	26	27	21	33	27	22	21	15
Fairly badly	24	24	19	31	22	21	29	26	25	24	16	20	26	30	24	24	23	23	27	24	24
Very badly	14	16	6	25	1	10	25	13	17	15	13	13	19	17	15	18	16	14	16	16	26
TOTAL BADLY	38	40	25	56	23	31	54	39	42	39	29	33	45	47	39	42	39	37	43	40	50
Not sure	29	35	35	28	29	35	29	33	30	40	45	43	33	27	34	37	29	36	34	39	35
The police																					
Very well	3	1	1	1	2	1	1	2	1	2	2	2	1	1	1	1	2	1	2	1	0
Fairly well	13	11	12	13	16	11	11	11	10	12	17	11	10	9	10	11	10	11	10	12	7
TOTAL WELL	16	12	13	14	18	12	12	13	11	14	19	13	11	10	11	12	12	12	12	13	7
Fairly badly	32	30	38	27	35	35	28	31	29	30	29	29	30	30	31	27	33	33	29	29	20
Very badly	37	45	40	49	36	42	48	46	51	39	29	39	48	53	45	45	42	42	46	44	63
TOTAL BADLY	69	75	78	76	71	77	76	77	80	69	58	68	78	83	76	72	75	75	75	73	83
Not sure	15	13	9	9	11	10	11	10	9	17	24	19	11	7	12	15	13	14	13	14	10
News Corporation																					
Very well	1	1	1	1	0	1	1	0	1	0	0	2	1	0	1	1	2	0	1	1	0
Fairly well	6	7	7	6	9	8	6	6	6	8	12	7	6	5	6	7	7	7	7	6	6
TOTAL WELL	7	8	8	7	9	9	7	6	7	8	12	9	7	5	7	8	9	7	8	7	6
Fairly badly	18	19	25	16	23	22	18	18	18	19	25	20	18	16	20	17	23	22	17	17	10
Very badly	61	62	59	68	59	59	65	68	67	57	43	55	66	71	62	61	58	59	63	60	76
TOTAL BADLY	79	81	84	84	82	81	83	86	85	76	68	75	84	87	82	78	81	81	80	77	86
Not sure	15	12	8	8	9	10	11	8	8	16	21	17	10	7	10	15	11	12	11	16	8
Other newspapers																					
Very well	2	1	2	1	1	1	1	2	2	1	2	2	1	1	2	1	2	1	2	2	1
Fairly well	23	23	22	28	25	22	28	23	26	20	25	23	22	22	23	22	27	21	23	21	28
TOTAL WELL	25	24	24	29	26	23	29	25	28	21	27	25	23	23	25	23	29	22	25	23	29
Fairly badly	28	27	32	26	32	30	26	29	29	26	27	21	27	33	28	26	23	31	27	26	22
Very badly	15	18	19	18	17	21	16	16	19	18	11	17	20	20	18	20	16	17	20	19	21
TOTAL BADLY	43	45	51	44	49	51	42	45	48	44	38	38	47	53	46	46	39	48	47	45	43
Not sure	32	30	25	27	24	27	29	29	25	35	34	36	29	24	30	31	32	30	28	32	27

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	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2749	756	921	213	876	725	591	1336	1413	333	701	940	775	1567	1182	352	893	588	676	239
Unweighted Sample	2749	745	825	213	871	660	629	1312	1437	167	689	1083	810	1751	998	440	895	525	630	259
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you agree or disagree with the following statements?

Underhand tactics are legitimate if they expose wrongdoing and are in the public interest

Strongly agree	9	6	7	6	8	7	6	5	7	5	5	7	8	4	5	7	7	5	6	8	4
Tend to agree	39	33	38	33	26	38	29	32	37	29	33	32	33	34	35	31	37	34	32	32	29
TOTAL AGREE	48	39	45	39	34	45	35	37	44	34	38	39	41	38	40	38	44	39	38	40	33
Tend to disagree	27	33	34	32	37	32	33	37	31	35	28	33	33	34	33	32	26	37	34	29	32
Strongly disagree	16	19	16	21	21	16	23	18	18	19	18	16	18	22	19	19	19	16	18	20	25
TOTAL DISAGREE	43	52	50	53	58	48	56	55	49	54	46	49	51	56	52	51	45	53	52	49	57
Don't know	9	9	5	8	7	6	9	7	7	12	16	12	8	5	8	11	11	8	9	10	9

It is never acceptable for journalists to break the law, no matter how important the story

Strongly agree	42	41	42	45	43	41	45	38	42	41	44	36	39	48	38	46	37	36	44	46	46
Tend to agree	29	29	31	28	31	29	29	33	28	30	27	30	30	28	32	26	33	34	24	26	31
TOTAL AGREE	71	70	73	73	74	70	74	71	70	71	71	66	69	76	70	72	70	70	68	72	77
Tend to disagree	18	17	17	18	14	19	16	17	20	15	18	19	19	13	20	14	19	18	18	15	15
Strongly disagree	4	5	5	4	8	5	4	6	6	4	1	4	6	7	5	5	6	5	4	6	4
TOTAL DISAGREE	22	22	22	22	22	24	20	23	26	19	19	23	25	20	25	19	25	23	22	21	19
Don't know	8	7	5	4	4	6	5	6	5	9	9	11	6	4	5	9	5	7	9	6	4

During an appearance before a House of Commons committee this week, Rupert Murdoch and his son James apologised for phone-hacking at the News of the World and explained what action they were taking in response.

Do you believe Rupert and James Murdoch have or have not done enough to apologise over the phone hacking affair?

Have done enough to apologise	19	30	13	19	28	15	14	21	18	25	18	19	17	21	17	21	23	16	16	16
Have not done enough to apologise	66	56	76	70	58	73	74	68	64	61	64	66	71	66	66	64	63	66	69	72
Not sure	15	14	11	10	13	12	12	11	18	14	18	15	12	13	17	15	14	17	15	12

Fieldwork: 21st - 22nd July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2749	756	921	213	876	725	591	1336	1413	333	701	940	775	1567	1182	352	893	588	676	239
Unweighted Sample	2749	745	825	213	871	660	629	1312	1437	167	689	1083	810	1751	998	440	895	525	630	259
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

From what you have seen or heard, do you think Rupert and James Murdoch were transparent and honest in how they answered questions put to them over the phone hacking story?

Were transparent and honest	10	17	9	8	16	9	6	12	8	11	12	10	9	11	9	13	12	9	8	9
Were not transparent and honest	65	58	72	72	59	71	72	69	61	61	58	65	71	66	63	62	63	65	67	67
Not sure	25	25	19	20	25	21	22	19	31	27	30	25	20	23	28	25	25	26	25	24

Looking forward, do you think Rupert and James Murdoch are or are not taking the right steps to tackle the problems?

Are taking the right steps to tackle the problem	19	29	17	17	28	17	13	21	17	23	20	19	16	20	17	19	20	18	20	15
Are not taking the right steps to tackle the problem	51	41	60	54	42	57	57	57	45	50	51	50	52	52	50	57	50	50	50	54
Not sure	30	30	23	29	31	26	30	22	38	27	29	31	32	28	33	24	31	32	30	31

Do you think other newspapers also used phone hacking, or do you think it only took place at the News of the World?

Phone hacking probably only took place at the News of the World	3	2	4	7	3	3	2	4	2	7	4	1	2	3	3	3	2	3	5	1
Phone hacking probably took place at other newspapers too	89	94	89	87	93	89	93	91	88	80	86	93	93	91	87	88	90	90	89	90
Not sure	8	4	7	6	5	8	4	6	10	13	10	6	5	6	10	9	8	7	6	9

Do you think the police investigation into phone hacking should concentrate upon the News of the World, or should they investigate other newspapers as well?

Should concentrate upon the News of the World	10	10	11	13	9	10	10	11	8	11	11	8	10	11	8	12	8	10	11	7
Should investigate other newspaper as well	84	86	84	82	86	84	86	85	84	77	80	88	87	84	85	81	86	84	83	88
Not sure	6	4	5	5	5	6	4	4	8	12	9	4	4	6	7	6	6	7	6	5

Thinking about how the BBC have covered the phone hacking story, do you think their coverage has or has not been fair and balanced?

Has been fair and balanced	51	46	65	61	43	63	62	56	46	47	49	53	51	54	47	53	50	53	48	53
Has not been fair and balanced	21	29	13	14	30	13	13	23	18	18	21	19	24	21	19	21	21	17	23	21
Not sure	29	25	21	25	28	24	25	21	36	35	30	28	25	25	34	26	29	30	29	26

Fieldwork: 21st - 22nd July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		
Weighted Sample	2749	756	921	213	876	725	591	1336	1413	333	701	940	775	1567	1182	352	893	588	676	239	
Unweighted Sample	2749	745	825	213	871	660	629	1312	1437	167	689	1083	810	1751	998	440	895	525	630	259	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think David Cameron was right or wrong to employ Andy Coulson, the former editor of the News of the World, as his director of communications?

Right	9	22	4	12	20	3	5	11	7	18	10	8	7	10	8	9	11	8	9	7
Wrong	70	51	88	70	55	87	78	73	67	60	62	74	76	70	70	70	65	69	73	81
Not sure	21	28	8	18	26	10	16	16	25	22	27	18	17	20	21	21	24	22	18	12

From what you have seen or heard do you think DAVID CAMERON is or is not too close to the following...

Rupert Murdoch, Chairman of News Corporation

Is too close	52	26	73	55	32	73	62	58	46	42	44	55	60	52	53	52	49	51	53	64
Is not too close	20	45	9	17	39	8	15	21	19	23	20	18	21	22	17	25	20	19	19	16
Not sure	28	29	18	28	30	20	23	21	35	35	36	27	19	27	30	23	31	30	28	20

Rebekah Brooks, former Chief Executive of News International

Is too close	58	38	76	60	43	76	68	63	54	46	49	62	69	59	57	58	56	61	57	67
Is not too close	14	31	8	12	26	6	11	16	13	16	16	13	13	16	12	19	15	12	14	12
Not sure	27	31	16	28	31	18	21	22	33	38	35	25	18	25	31	23	29	27	28	22

Newspaper editors in general

Is too close	47	25	65	50	30	64	53	52	42	39	41	49	52	45	49	39	42	50	49	60
Is not too close	17	39	8	16	32	7	14	18	16	19	17	16	18	20	14	29	18	14	14	12
Not sure	36	37	27	34	37	30	33	30	42	42	41	35	30	35	37	31	40	36	37	28

And thinking back to when he was Prime Minister, do you think GORDON BROWN was or was not too close to the following...

Rupert Murdoch, Chairman of News Corporation

Was too close	39	46	36	43	46	33	39	46	32	20	28	41	52	40	36	45	39	36	37	38
Was not too close	20	16	30	16	15	29	21	22	18	26	21	18	19	20	20	19	17	19	22	28
Not sure	42	37	34	42	39	37	41	33	50	54	51	41	29	40	44	35	44	45	41	34

Rebekah Brooks, former Chief Executive of News International

Was too close	39	45	37	44	45	35	40	44	34	23	31	40	49	42	34	47	38	35	37	43
Was not too close	18	15	28	16	14	27	19	21	16	25	18	17	18	18	19	17	16	18	21	22
Not sure	43	41	35	40	41	38	41	35	51	52	51	43	33	40	47	36	46	47	42	35

Newspaper editors in general

Was too close	36	44	33	39	43	30	33	42	29	26	29	36	45	37	33	39	35	33	36	36
Was not too close	19	16	29	18	15	29	20	22	16	24	20	17	19	19	20	19	17	20	20	25
Not sure	45	40	38	43	42	41	47	35	54	50	51	47	36	44	47	42	48	46	43	40

Fieldwork: 21st - 22nd July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
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Unweighted Sample	2749	745	825	213	871	660	629	1312	1437	167	689	1083	810	1751	998	440	895	525	630	259
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And thinking back to when he was Prime Minister, do you think TONY BLAIR was or was not too close to the following...

Rupert Murdoch, Chairman of News Corporation

Was too close	50	59	47	53	57	46	49	58	42	25	36	53	68	52	46	56	49	51	45	53
Was not too close	10	9	16	6	8	16	11	11	9	14	12	10	8	10	11	10	9	10	12	14
Not sure	40	32	37	41	35	38	40	31	49	61	52	37	24	38	43	34	43	40	43	33

Rebekah Brooks, then editor of the Sun

Was too close	46	55	43	49	54	40	48	53	40	23	34	50	63	49	43	53	47	46	42	50
Was not too close	10	10	15	7	8	16	10	11	9	15	11	10	8	10	11	9	8	10	13	11
Not sure	43	35	41	44	38	44	42	35	51	62	55	40	29	41	46	38	45	44	45	39

Newspaper editors in general

Was too close	48	58	45	49	57	44	45	56	41	35	37	50	63	50	46	52	46	49	47	54
Was not too close	11	11	16	10	9	16	12	13	9	10	12	11	10	11	11	11	9	12	11	13
Not sure	41	31	39	42	34	40	44	31	50	55	51	39	27	39	43	37	44	39	42	33

Look at the list of media organisations below and their major British holdings, and in each case say whether you think that organisation does or does not have too much power and influence in Britain today

BBC

Have too much power and influence	38	46	35	26	47	33	28	40	36	41	36	35	41	38	37	37	36	36	39	43
Do not have too much power and influence	39	35	48	54	32	47	50	44	35	38	36	42	39	42	36	45	40	36	37	41
Not sure	23	19	17	20	21	20	21	16	30	22	28	23	20	20	27	17	24	28	24	16

ITV

Have too much power and influence	18	16	21	17	17	19	16	19	16	20	17	15	20	18	17	19	16	16	21	18
Do not have too much power and influence	55	62	59	61	57	56	60	62	48	53	52	58	55	57	51	59	55	52	52	60
Not sure	28	22	21	22	26	25	24	20	35	27	31	27	25	24	32	21	29	33	27	22

Channel 4

Have too much power and influence	11	11	14	11	10	12	10	11	11	17	10	10	11	12	11	12	10	9	14	13
Do not have too much power and influence	60	67	65	65	63	63	64	69	52	57	60	62	60	63	56	65	60	58	59	64
Not sure	29	23	22	23	27	25	26	20	37	26	30	28	29	25	33	23	30	32	28	24

BSkyB

Have too much power and influence	51	47	61	50	46	62	53	55	47	40	49	53	56	50	53	51	44	52	55	63
Do not have too much power and influence	23	32	20	29	29	16	24	28	19	30	24	23	19	26	19	26	28	20	18	20
Not sure	26	22	19	21	25	22	23	17	34	30	27	24	26	24	28	23	28	28	26	17

News Corporation (own the Sun, the Times and the Sunday Times, HarperCollins publishers and a minority share of BSKyB)

Have too much power and influence	66	63	76	67	63	74	71	74	59	58	61	68	72	67	64	66	64	64	65	79
Do not have too much power and influence	13	17	10	16	16	7	12	13	12	19	14	11	11	13	11	17	13	10	14	5
Not sure	21	19	15	17	21	18	17	13	30	23	26	21	17	19	24	17	22	26	21	15

Fieldwork: 21st - 22nd July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
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Unweighted Sample	2749	745	825	213	871	660	629	1312	1437	167	689	1083	810	1751	998	440	895	525	630	259	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Daily Mail and General Trust (own the Mail, the Mail on Sunday, Metro and a number of local newspapers)

Have too much power and influence	32	27	40	40	26	37	40	35	30	39	31	33	30	34	30	31	33	29	33	40
Do not have too much power and influence	38	47	36	38	46	36	33	42	33	36	37	35	42	39	35	45	36	37	36	38
Not sure	30	26	24	23	28	27	27	22	37	25	32	32	28	27	34	24	31	34	31	23

Trinity Mirror (own the Mirror, Sunday Mirror, People, Record and a number of local newspapers)

Have too much power and influence	27	26	28	29	25	28	29	26	27	25	22	27	31	27	27	26	27	25	27	31
Do not have too much power and influence	42	47	48	44	44	45	44	51	34	47	44	42	39	46	38	47	41	39	42	47
Not sure	31	27	24	26	31	27	27	23	39	28	34	31	29	28	36	27	32	35	32	23

Northern & Shell (own the Express, Sunday Express, Star, OK! magazine and Channel 5)

Have too much power and influence	24	19	30	27	20	29	28	24	25	21	21	26	27	24	25	23	23	22	28	29
Do not have too much power and influence	42	53	42	48	49	40	42	50	34	49	46	41	38	47	36	49	43	39	40	44
Not sure	33	28	28	25	31	32	29	25	41	30	33	33	35	30	38	28	34	38	32	28

The Telegraph Group (own the Telegraph, Sunday Telegraph and Spectator magazine)

Have too much power and influence	22	19	26	22	19	25	23	23	20	23	15	24	25	21	23	20	19	22	24	27
Do not have too much power and influence	47	55	48	55	53	45	50	54	40	50	51	45	44	52	40	54	49	43	42	50
Not sure	31	26	26	23	28	30	28	23	40	26	34	32	31	27	37	26	31	36	34	24

Evening Standard Limited & Independent Print Limited (own the Independent, Independent on Sunday, I and Evening Standard)

Have too much power and influence	16	13	21	15	13	20	15	16	16	14	13	18	17	14	18	17	13	15	18	23
Do not have too much power and influence	51	59	51	60	56	49	54	59	42	60	52	49	48	56	43	57	53	47	46	50
Not sure	33	28	29	25	31	32	30	25	42	27	35	33	35	29	39	26	34	37	36	27

Guardian Media Group (own the Guardian, Observer and some regional radio stations)

Have too much power and influence	20	22	21	22	22	20	19	21	20	20	16	20	25	20	21	18	18	18	24	29
Do not have too much power and influence	49	51	55	56	49	52	55	57	41	53	51	48	46	53	44	56	51	46	45	51
Not sure	31	27	24	22	29	28	27	22	38	27	33	32	29	27	35	26	31	36	31	20

Fieldwork: 21st - 22nd July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
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Unweighted Sample	2749	745	825	213	871	660	629	1312	1437	167	689	1083	810	1751	998	440	895	525	630	259
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

July 14-15
July 21-22

Currently newspapers regulate themselves through the Press Complaints Commission, a voluntary body that newspapers agree to abide by the rulings of. Some people have suggested that Parliament should set up a formal authority to regulate the press, like the Advertising Standards Authority which regulates advertisements. Which of the following best reflects your view?

The press should continue to regulate themselves through the Press Complaints Commission	27	23	31	20	21	30	21	17	24	22	33	19	18	27	23	22	25	22	22	25	18
Parliament should set up a formal authority to regulate the press	59	63	61	69	66	60	66	71	65	62	48	63	70	62	65	61	64	65	62	60	69
Not sure	14	14	8	11	13	10	14	12	11	17	18	17	12	12	12	17	12	13	17	14	12

Thinking about the tactics journalists use to investigate possible stories, in each of the following cases please say whether you think it would be acceptable or unacceptable for journalists to use that method

Listening to people's voicemails without their knowledge

Would never be acceptable	59	60	61	55	58	62	58	58	58	60	54	59	60	60	58	60	58	59	60	58	62
Would only be acceptable to uncover criminal activity	27	28	26	33	28	24	30	29	25	36	27	25	25	29	25	27	28	25	28	25	25
Would be acceptable to uncover criminal, dishonest or immoral activity	10	10	9	8	12	9	9	9	10	3	7	12	12	10	10	12	10	9	10	7	7
Would be an acceptable way of investigating any story	1	1	1	1	0	1	1	1	1	0	1	1	1	1	1	1	1	1	1	0	2
Not sure	3	1	2	2	2	3	2	2	4	6	5	2	2	3	4	2	3	4	3	3	3

Paying a police officer for information

Would never be acceptable	84	85	86	84	84	86	86	84	85	72	80	86	92	85	83	83	85	83	84	85	85
Would only be acceptable to uncover criminal activity	8	9	8	10	10	7	8	9	8	16	11	7	4	8	8	9	8	9	9	7	7
Would be acceptable to uncover criminal, dishonest or immoral activity	3	3	4	3	3	4	3	3	3	3	3	5	2	3	4	4	3	4	3	3	3
Would be an acceptable way of investigating any story	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	0	0
Not sure	3	2	2	2	2	2	3	3	4	8	5	2	2	3	4	2	3	4	3	4	4

Fieldwork: 21st - 22nd July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
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Unweighted Sample	2749	745	825	213	871	660	629	1312	1437	167	689	1083	810	1751	998	440	895	525	630	259
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Paying to receive stolen information																				
Would never be acceptable	65	62	67	62	62	65	66	62	67	63	65	64	65	65	64	63	66	63	64	66
Would only be acceptable to uncover criminal activity	22	26	20	28	24	21	23	25	19	22	23	21	22	22	21	23	22	23	21	21
Would be acceptable to uncover criminal, dishonest or immoral activity	8	9	7	7	10	8	7	10	7	6	6	10	9	8	8	9	7	8	10	7
Would be an acceptable way of investigating any story	1	1	1	1	1	1	1	1	1	2	1	1	0	1	1	1	0	1	1	1
Not sure	5	3	4	2	3	4	4	3	6	8	6	4	3	4	5	4	5	6	4	4
Blagging" information (i.e. pretending to be someone to get their personal information)																				
Would never be acceptable	56	51	61	51	52	59	56	53	58	52	53	55	61	54	58	55	54	55	56	62
Would only be acceptable to uncover criminal activity	27	31	26	33	29	28	28	30	24	28	29	28	24	29	24	27	28	27	26	25
Would be acceptable to uncover criminal, dishonest or immoral activity	12	14	10	13	15	10	12	13	12	10	12	13	12	12	13	15	12	12	13	7
Would be an acceptable way of investigating any story	2	2	2	1	2	1	1	2	2	4	1	2	1	2	1	1	2	2	2	2
Not sure	3	2	2	3	2	2	3	2	4	6	5	2	2	3	4	2	4	4	3	4
Recording someone's conversation or phone call without their knowledge																				
Would never be acceptable	50	48	53	47	48	54	47	47	53	51	46	48	55	47	54	48	48	52	51	53
Would only be acceptable to uncover criminal activity	32	35	31	34	34	30	35	35	30	35	36	32	28	34	29	32	34	30	31	33
Would be acceptable to uncover criminal, dishonest or immoral activity	13	13	12	15	14	12	14	13	12	7	10	16	14	13	12	17	12	11	14	9
Would be an acceptable way of investigating any story	2	2	2	3	2	2	1	3	1	0	3	3	1	2	1	1	2	3	1	2
Not sure	3	1	2	1	2	2	3	2	4	7	5	2	2	3	4	2	4	3	3	3
Sending a journalist to gain information under a false identify (i.e. undercover investigations)																				
Would never be acceptable	30	27	33	33	28	34	24	27	33	33	27	29	34	27	34	26	29	30	33	36
Would only be acceptable to uncover criminal activity	37	39	38	36	36	39	42	41	33	34	39	39	34	39	35	41	37	36	36	37
Would be acceptable to uncover criminal, dishonest or immoral activity	21	23	20	24	24	19	24	21	22	13	19	23	24	22	21	22	22	21	21	18
Would be an acceptable way of investigating any story	7	10	6	5	8	5	7	9	6	10	9	7	5	9	5	8	8	8	6	5
Not sure	4	2	3	2	3	3	4	3	6	9	6	2	3	3	6	3	4	5	4	4

Fieldwork: 21st - 22nd July 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2749	756	921	213	876	725	591	1336	1413	333	701	940	775	1567	1182	352	893	588	676	239	
Unweighted Sample	2749	745	825	213	871	660	629	1312	1437	167	689	1083	810	1751	998	440	895	525	630	259	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking back to 2009 and the MPs expenses scandal, the story was originally broken by a newspaper that paid a large amount of money for stolen data to expose the scandal of MPs' expenses.

In this specific case, do you it was or was not acceptable for a newspaper to pay for stolen information in order to expose MPs' expenses?

Was acceptable	46	52	44	40	51	43	46	50	41	43	44	47	47	45	46	48	45	47	45	42
Was not acceptable	37	35	41	46	35	40	38	38	36	32	38	38	38	38	36	35	37	35	39	42
Not sure	17	13	16	15	14	17	16	12	22	26	18	15	15	16	18	17	18	18	16	16

Thinking about how the police are run, would you support or oppose the following proposals

The senior ranks of the police should be opened to recruits from other walks of life

Strongly support	21	17	24	15	18	23	22	24	18	15	20	25	19	21	21	18	20	21	23	21
Tend to support	37	40	37	41	40	37	38	36	37	47	36	34	35	37	36	39	38	35	36	34
TOTAL SUPPORT	58	57	61	56	58	60	60	60	55	62	56	59	54	58	57	57	58	56	59	55
Tend to oppose	16	19	17	19	17	16	17	18	15	11	12	18	20	17	15	18	15	16	15	21
Strongly oppose	8	10	6	7	10	6	6	9	6	3	6	8	11	9	6	10	7	6	8	8
TOTAL OPPOSE	24	29	23	26	27	22	23	27	21	14	18	26	31	26	21	28	22	22	23	29
Not sure	19	13	16	17	16	18	17	13	24	24	25	15	15	17	21	16	20	21	18	16

It should be possible to recruit police chiefs from other countries

Strongly support	4	3	4	5	4	3	4	4	3	7	4	3	2	4	3	6	3	3	3	4
Tend to support	16	16	17	29	14	17	19	18	15	27	22	14	10	18	13	19	17	13	15	19
TOTAL SUPPORT	20	19	21	34	18	20	23	22	18	34	26	17	12	22	16	25	20	16	18	23
Tend to oppose	32	34	37	33	33	36	33	31	33	26	30	35	33	32	32	29	33	33	32	33
Strongly oppose	34	38	30	24	40	30	31	37	32	22	25	35	47	32	38	35	33	35	38	27
TOTAL OPPOSE	66	72	67	57	73	66	64	68	65	48	55	70	80	64	70	64	66	68	70	60
Not sure	14	9	12	9	10	14	13	10	17	19	18	13	8	13	14	11	14	15	12	17

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	65	170
Male 25 to 39	281	352
Male 40 to 59	541	465
Male 60 +	425	349
Female 18 to 24	102	162
Female 25 to 39	408	349
Female 40 to 59	542	476
Female 60 +	385	426
Region		
North England	630	676
Midlands	403	451
East England	247	264
London	440	352
South England	648	630
Wales	122	137
Scotland	259	239
Social Grade		
AB	957	770
C1	794	797
C2	425	577
DE	573	605
Newspaper Type		
Express / Mail	600	412
Sun / Star	333	591
Mirror / Record	205	426
Guardian / Independent	169	82
FT / Times / Telegraph	253	234
Other Paper	321	316
No Paper	868	687
Political Party Identification		
Labour	818	893
Conservative	760	783
Liberal Democrat	302	330
Others	213	82
None/ DK	656	660

YouGov is a member of the British Polling Council and abides by its rules.

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