

## **YouGov / The Sunday Times Survey Results**

Sample Size: 2767 GB Adults Fieldwork: 23rd - 24th June 2011

| Fieldwork: 23rd - 24th June 2011                                     |                  |               |        |         |            |         |             |            |        |         |        |             |          |         |        |        |        |                  |                     |        |          |
|--|------------------|---------------|--------|---------|------------|---------|-------------|------------|--------|---------|--------|-------------|----------|---------|--------|--------|--------|------------------|---------------------|--------|----------|
|  |                  |               | Votin  | g inte  | ntion      | 20      | )10 Vc      | te         | Ge     | nder    |        | Αç          | ge       |         | Social | grade  |        |                  | Region              |        |          |
|  |                  | Total         | Con    | Lab     | Lib<br>Dem | Con     | Lab         | Lib<br>Dem | Male   | Female  | 18-24  | 25-39       | 40-59    | 60+     | ABC1   | C2DE   | London | Rest of<br>South | Midlands<br>/ Wales | North  | Scotland |
| We   | eighted Sample   | 2767          | 798    | 943     | 188        | 866     | 750         | 623        | 1345   | 1422    | 335    | 706         | 946      | 780     | 1577   | 1190   | 354    | 899              | 592                 | 681    | 241      |
| Unw  | eighted Sample   | 2767          | 791    | 873     | 197        | 878     | 708         | 652        | 1313   | 1454    | 184    | 664         | 1113     | 806     | 1804   | 963    | 375    | 918              | 548                 | 679    | 247      |
|  |                  | %             | %      | %       | %          | %       | %           | %          | %      | %       | %      | %           | %        | %       | %      | %      | %      | %                | %                   | %      | %        |
| Headline Voting Intention [Excluding Don't knows and Wouldn't votes] |                  |               |        |         |            |         |             |            |        |         |        |             |          |         |        |        |        |                  |                     |        |          |
|  | Con              | 36            | 100    | 0       | 0          | 90      | 3           | 12         | 34     | 39      | 27     | 35          | 34       | 43      | 40     | 32     | 41     | 47               | 34                  | 29     | 17       |
|  | Lab              | 43            | 0      | 100     | 0          | 3       | 92          | 42         | 44     | 42      | 44     | 44          | 47       | 37      | 39     | 49     | 38     | 33               | 48                  | 55     | 40       |
| L  | ib Dem           | 9             | 0      | 0       | 100        | 1       | 0           | 33         | 8      | 9       | 14     | 10          | 7        | 7       | 10     | 6      | 8      | 13               | 8                   | 6      | 4        |
|  | Other            | 12            | 0      | 0       | 0          | 6       | 4           | 13         | 14     | 10      | 14     | 11          | 12       | 12      | 12     | 13     | 13     | 8                | 10                  | 9      | 39       |
| Other Parties Voting Intention                                       |                  |               | 1 -    |         | _ 1        |         |             | _ [        | 1 .    | . 1     | 1 _    |             | _        | _ 1     | i .    | _      | i _    | _                |                     | _      | _        |
| 0.15   | UKIP             | 4             | 0      | 0       | 0          | 4       | 2           | 3          | 4      | 4       | 2      | 2           | 5        | 6       | 4      | 5      | 5      | 5                | 3                   | 5      | 2        |
| SNF  | P/PCY            | 3             | 0      | 0       | 0          | 0       | 2<br>0<br>0 | 3          | 4      | 3       | 4      | 4           | 3        | 4       | 4      | 3      | 0      | 0                | 1                   | 0      | 36       |
|  | Green            | 2             | 0      | 0       | 0<br>0     | 1<br>1  | 0           | 6<br>0     | 2      | 2<br>1  | 4      | 3<br>2<br>0 | 2<br>2   | 1       | 2<br>1 | 1      | 4<br>2 | 2<br>1           | 2<br>3<br>0         | 2<br>2 | 0        |
| -  | BNP              | 2<br>0        | 0<br>0 | 0<br>0  | 0          | 0       | 0           | 0          | 0      | 0       | 2<br>0 | 2           | 0        | 1       |        | 2<br>0 | 0      | 0                | 3                   | 0      | 0<br>0   |
| r  | Respect<br>Other | 1             | 0      | 0       | 0          | 0       | 0           | 1          | 1      | 0       | 3      | 0           | 1        | 0<br>0  | 0      | 1      | 2      | 0                | 1                   | 0      | 1        |
|  | Other            | •             | 1 0    | U       | o I        | U       | U           | ' '        | '      | ١       | 3      | U           | '        | U       | '      | '      | 2      | U                | '                   | U      | '        |
| Non Voters   |                  |               |        |         |            |         |             |            | •      |         | •1     |             |          |         |        |        | -      |                  |                     |        |          |
| Would No   |                  | 7             | 0      | 0<br>0  | 0<br>0     | 4<br>10 | 3<br>8      | 7<br>19    | 6<br>9 | 9<br>17 | 15     | 10<br>13    | 6<br>16  | 4<br>12 | 6      | 10     | 8      | 8                | 7                   | 7      | 6        |
| Don  | 't know          | 13            | 0      | 0       | 0          | 10      | 8           | 19         | 9      | 17      | 10     | 13          | 16       | 12      | 13     | 14     | 14     | 14               | 13                  | 13     | 12       |
| Do you approve or disapprove of the Government's record to date?     | 22-23<br>June    | 23-24<br>June |        |         |            |         |             |            |        |         |        |             |          |         |        |        |        |                  |                     |        |          |
|  | pprove 31        | 29            | 78     | 3       | 44         | 64      | 6           | 21         | 32     | 27      | 24     | 29          | 27       | 35      | 34     | 23     | 35     | 36               | 28                  | 23     | 17       |
|  | pprove 56        | 56            | 8      | 92<br>5 | 34         | 20      | 87          | 65         | 56     | 55      | 50     | 29<br>53    | 27<br>62 | 54      | 52     | 61     | 51     | 48               | 57                  | 64     | 69       |
| Don  | 't know 13       | 15            | 14     | 5       | 22         | 16      | 8           | 14         | 12     | 18      | 26     | 19          | 11       | 11      | 14     | 15     | 14     | 16               | 15                  | 13     | 14       |
|  |                  |               |        |         |            |         |             |            |        |         |        |             |          |         |        |        |        |                  |                     |        |          |



| Fieldwork: | 23rd - 24th | June 2011 |
|------------|-------------|-----------|
|            |             |           |

|   | [                  |                    | Votin | g inte | ntion      | 20  | 010 V | te         | Ge   | nder   |       | Ag    | ge    |     | Social | grade |        |                  | Region              |       |          |
|---|--------------------|--------------------|-------|--------|------------|-----|-------|------------|------|--------|-------|-------|-------|-----|--------|-------|--------|------------------|---------------------|-------|----------|
|   |                    | Total              | Con   | Lab    | Lib<br>Dem | Con | Lab   | Lib<br>Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1   | C2DE  | London | Rest of<br>South | Midlands<br>/ Wales | North | Scotland |
| Weighted  | Sample             | 2767               | 798   | 943    | 188        | 866 | 750   | 623        | 1345 | 1422   |       | 706   | 946   | 780 | 1577   | 1190  | 354    | 899              | 592                 | 681   | 241      |
| Unweighted  | Sample             | 2767               | 791   | 873    | 197        | 878 | 708   | 652        | 1313 | 1454   | 184   | 664   | 1113  | 806 | 1804   | 963   | 375    | 918              | 548                 | 679   | 247      |
|   |                    | %                  | %     | %      | %          | %   | %     | %          | %    | %      | %     | %     | %     | %   | %      | %     | %      | %                | %                   | %     | %        |
|   | 16-17              | 23-24              |       |        |            |     |       |            |      |        |       |       |       |     |        |       |        |                  |                     |       |          |
|   | June               | June               |       |        |            |     |       |            |      |        |       |       |       |     |        |       |        |                  |                     |       |          |
| Do you think that David Cameron is doing well or badly as Prime Minister?               |                    |                    |       |        |            |     |       |            |      |        |       |       |       |     |        |       |        |                  |                     |       |          |
| Very well   | 7                  | 7                  | 22    | 0      | 3          | 18  | 1     | 2          | 8    | 6      | 7     | 5     | 7     | 9   | 7      | 6     | 7      | 8                | 8                   | 6     | 3        |
| Fairly well   | 37                 | 35                 | 73    | 9      | 57         | 64  | 12    | 32         | 36   | 35     | 28    | 39    | 31    | 40  | 39     | 30    | 40     | 43               | 31                  | 29    | 28       |
| TOTAL WELL  | 44                 | 42                 | 95    | 9      | 60         | 82  | 13    | 34         | 44   | 41     | 35    | 44    | 38    | 49  | 46     | 36    | 47     | 51               | 39                  | 35    | 31       |
| Fairly badly  | 25                 | 29                 | 4     | 43     | 24         | 13  | 41    | 35         | 26   | 32     | 32    | 28    | 31    | 27  | 29     | 29    | 30     | 24               | 32                  | 30    | 38       |
| Very badly  | 23                 | 23                 | 0     | 45     | 12         | 2   | 42    | 27         | 26   | 19     | 21    | 19    | 26    | 22  | 19     | 27    | 15     | 20               | 23                  | 29    | 26       |
| TOTAL BADLY   | 48                 | 52                 | 4     | 88     | 36         | 15  | 83    | 62         | 52   | 51     | 53    | 47    | 57    | 49  | 48     | 56    | 45     | 44               | 55                  | 59    | 64       |
| Don't know  | 7<br>16-17<br>June | 6<br>23-24<br>June | 1     | 2      | 5          | 3   | 4     | 4          | 5    | 7      | 12    | 8     | 5     | 2   | 5      | 7     | 8      | 5                | 7                   | 5     | 6        |
| Do you think Ed Miliband is doing well or badly as leader of the Labour party?          | June               | Julie              |       |        |            |     |       |            |      |        |       |       |       |     |        |       |        |                  |                     |       |          |
| Very well   | 4                  | 1                  | 1     | 3      | 1          | 1   | 3     | 1          | 1    | 1      | 2     | 1     | 1     | 1   | 1      | 1     | 1      | 0                | 1                   | 2     | 1        |
| Fairly well   | 22                 | 25                 | 9     | 52     | 17         | 10  | 48    | 25         | 26   | 25     | 21    | 27    | 26    | 24  | 23     | 29    | 25     | 19               | 27                  | 31    | 28       |
| TOTAL WELL  | 26                 | 26                 | 10    | 55     | 18         | 11  | 51    | 26         | 27   | 26     | 23    | 28    | 27    | 25  | 24     | 30    | 26     | 19               | 28                  | 33    | 29       |
| Fairly badly  | 34                 | 35                 | 40    | 28     | 47         | 39  | 30    | 40         | 37   | 34     | 31    | 34    | 35    | 38  | 37     | 33    | 33     | 37               | 34                  | 32    | 44       |
| Very badly  | 24                 | 23                 | 41    | 5      | 21         | 40  | 9     | 18         | 28   | 19     | 15    | 20    | 24    | 28  | 25     | 21    | 24     | 29               | 23                  | 17    | 16       |
| TOTAL BADLY   | 58                 | 58                 | 81    | 33     | 68         | 79  | 39    | 58         | 65   | 53     | 46    | 54    | 59    | 66  | 62     | 54    | 57     | 66               | 57                  | 49    | 60       |
| Don't know  | 16                 | 15                 | 10    | 11     | 14         | 11  | 10    | 17         | 8    | 22     | 30    | 18    | 14    | 8   | 14     | 16    | 17     | 14               | 15                  | 17    | 11       |
| Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats? |                    |                    |       |        |            |     |       |            |      |        |       |       |       |     |        |       |        |                  |                     |       |          |
| Very well   | 1                  | 1                  | 3     | 0      | 7          | 2   | 0     | 2          | 2    | 1      | 1     | 1     | 1     | 2   | 2      | 1     | 1      | 2                | 2                   | 1     | 0        |
| Fairly well   | 21                 | 19                 | 38    | 6      | 49         | 33  | 7     | 20         | 18   | 20     | 15    | 19    | 19    | 21  | 20     | 17    | 17     | 23               | 20                  | 16    | 10       |
| TOTAL WELL  | 22                 | 20                 | 41    | 6      | 56         | 35  | 7     | 22         | 20   | 21     | 16    | 20    | 20    | 23  | 22     | 18    | 18     | 25               | 22                  | 17    | 10       |
| Fairly badly  | 31                 | 33                 | 40    | 29     | 30         | 38  | 28    | 38         | 33   | 34     | 34    | 34    | 31    | 35  | 35     | 31    | 40     | 35               | 32                  | 30    | 29       |
| Very badly  | 37                 | 38                 | 13    | 62     | 9          | 20  | 60    | 34         | 42   | 34     | 35    | 34    | 41    | 39  | 36     | 40    | 31     | 31               | 38                  | 45    | 53       |
| TOTAL BADLY   | 68                 | 71                 | 53    | 91     | 39         | 58  | 88    | 72         | 75   | 68     | 69    | 68    | 72    | 74  | 71     | 71    | 71     | 66               | 70                  | 75    | 82       |
| Don't know  | 9                  | 8                  | 6     | 3      | 5          | 7   | 4     | 6          | 5    | 12     | 15    | 12    | 7     | 4   | 7      | 10    | 11     | 8                | 8                   | 8     | 8        |



|   |                          |                          |                 |                |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                  | What                | the wo          | orld think      |
|---|--------------------------|--------------------------|-----------------|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|---------------------|-----------------|-----------------|
| Fieldwork: 23rd - 24th June 2011  | ı                        |                          | Voti            | ng inte        | ntion           | 20              | )10 V           | ote             | Ge              | nder            | I               | Ag              | ne er           |                 | Social          | grade           |                 |                  | Region              |                 | 1               |
|   |                          | Total                    |                 | Lab            | Lib<br>Dem      | Con             |                 | Lib<br>Dem      | Male            | Female          | 18-24           |                 |                 | 60+             |                 |                 | London          | Rest of<br>South | Midlands<br>/ Wales | North           | Scotland        |
| Weighted  | Sample                   | 2767                     | 798             | 943            | 188             | 866             | 750             | 623             | 1345            | 1422            | 335             | 706             | 946             | 780             | 1577            | 1190            | 354             | 899              | 592                 | 681             | 241             |
| Unweighted  | Sample                   | 2767                     | 791             | 873            | 197             | 878             | 708             | 652             | 1313            | 1454            | 184             | 664             | 1113            | 806             | 1804            | 963             | 375             | 918              | 548                 | 679             | 247             |
| Do you think the Conservative and Liberal<br>Democrat coalition partners are working together<br>well or badly? |                          | %                        | %               | %              | %               | %               | %               | %               | %               | %               | %               | %               | %               | %               | %               | %               | %               | %                | %                   | %               | %               |
| Very well   | 2                        | 2                        | 6               | 0              | 5               | 4               | 1               | 2               | 3               | 2               | 2               | 2               | 3               | 1               | 2               | 2               | 2               | 3                | 2                   | 2               | 0               |
| Fairly well TOTAL WELL  | 36<br><b>38</b>          | 32<br>34                 | 68<br><b>74</b> | 9              | 62<br><b>67</b> | 59<br><b>63</b> | 11<br><b>12</b> | 29<br><b>31</b> | 33<br><b>36</b> | 31<br><b>33</b> | 27<br><b>29</b> | 30<br><b>32</b> | 30<br><b>33</b> | 39<br><b>40</b> | 37<br><b>39</b> | 26<br><b>28</b> | 33<br><b>35</b> | 39<br><b>42</b>  | 30<br><b>32</b>     | 27<br><b>29</b> | 24<br><b>24</b> |
| Fairly badly  | 29                       | 34                       | 22              | 40             | 22              | 27              | 39              | 38              | 34              | 34              | 38              | 35              | 34              | 32              | 34              | 34              | 38              | 31               | 35                  | 33              | 41              |
| Very badly  | 26                       | 25                       | 2               | 48             | 7               | 6               | 45              | 26              | 27              | 23              | 22              | 22              | 28              | 25              | 21              | 30              | 19              | 19               | 27                  | 32              | 31              |
| TOTAL BADLY   | 55                       | 59                       | 24              | 88             | 29              | 33              | 84              | 64              | 61              | 57              | 60              | 57              | 62              | 57              | 55              | 64              | 57              | 50               | 62                  | 65              | 72              |
| Don't know  | 7                        | 7                        | 3               | 2              | 5               | 4               | 3               | 5               | 3               | 10              | 12              | 10              | 5               | 3               | 6               | 8               | 8               | 7                | 6                   | 6               | 4               |
| Do you think this coalition government is good or bad for people like you?  Very good                           | 3                        | 3                        | 8               | 0              | 7               | 5               | 1               | 3               | <b>l</b> 4      | 2               | 5               | 2               | 2               | 3               | 3               | 3               | 3               | 3                | 3                   | 4               | 1               |
| Fairly good   | 21                       | 18                       | 42              | 3              | 37              | 36              | 4               | 16              | 19              | 17              | 14              | 16              | 17              | 22              | 21              | 3<br>14         | 22              | 20               | 19                  | 14              | 10              |
| TOTAL GOOD  | 24                       | 21                       | 50              | 3              | 44              | 41              | 5               | 19              | 23              | 19              | 19              | 18              | 19              | 25              | 24              | 17              | 25              | 23               | 22                  | 18              | 11              |
| Fairly bad  | 24                       | 28                       | 19              | 34             | 18              | 23              | 33              | 29              | 27              | 29              | 31              | 28              | 29              | 26              | 28              | 28              | 25              | 28               | 28                  | 27              | 35              |
| Very bad  | 29                       | 27                       | 3               | 54             | 9               | 7               | 50              | 28              | 29              | 25              | 21              | 23              | 32              | 27              | 24              | 31              | 22              | 20               | 27                  | 36              | 32              |
| TOTAL BAD   | 53                       | 55                       | 22              | 88             | 27              | 30              | 83              | 57              | 56              | 54              | 52              | 51              | 61              | 53              | 52              | 59              | 47              | 48               | 55                  | 63              | 67              |
| Won't make much difference either way<br>Don't know   | 18<br>6<br>16-17<br>June | 19<br>5<br>23-24<br>June | 23<br>5         | 7<br>2         | 25<br>4         | 22<br>6         | 10<br>2         | 21<br>4         | 17<br>3         | 21<br>7         | 17<br>13        | 24<br>7         | 17<br>3         | 19<br>3         | 20<br>5         | 18<br>6         | 20<br>8         | 22<br>6          | 18<br>6             | 16<br>4         | 19<br>3         |
| Do you think the coalition government is managing the economy well or badly?                                    |                          |                          |                 |                |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                 |                  |                     |                 |                 |
| Very well   | 4                        | 5                        | 15              | 0              | 4               | 12              | 1               | 1               | 6               | 3               | 7               | 5               | 4               | 5               | 5               | 4               | 5               | 5                | 6                   | 4               | 0               |
| Fairly well   | 33                       | 30                       | 68              | 5              | 55              | 59              | 7               | 27              | 32              | 28              | 23              | 29              | 27              | 38              | 35              | 24              | 35              | 37               | 27                  | 24              | 21              |
| TOTAL WELL  | 37                       | 35                       | 83              | 5              | 59              | 71              | 8               | 28              | 38              | 31              | 30              | 34              | 31              | 43              | 40              | 28              | 40              | 42               | 33                  | 28              | 21              |
| Fairly badly<br>Very badly  | 29<br>24                 | 32<br>25                 | 12<br>1         | 41<br>48       | 24<br>9         | 19<br>4         | 39<br>46        | 36<br>26        | 29<br>27        | 34<br>23        | 32<br>21        | 31<br>21        | 34<br>29        | 28<br>25        | 31<br>21        | 33<br>30        | 27<br>18        | 28<br>21         | 34<br>24            | 33<br>31        | 41<br>32        |
| TOTAL BADLY   | 53                       | 57                       | 13              | 89             | <b>33</b>       | 23              | <b>85</b>       | <b>62</b>       | 56              | 57              | 53              | <b>52</b>       | 63              | <b>53</b>       | 52              | <b>63</b>       | 45              | 49               | 58                  | 64              | 73              |
| Don't know  | 10                       | 9                        | l 5             | 5              | 8               | 6               | 7               | 9               | I 6             | 11              | 18              | 13              | 6               | 5               | 8               | 10              | 15              | 8                | 9                   | 8               | 5               |
| In your opinion how good or bad is the state of Britain's economy at the moment?  Very good                     | 0                        | 1                        | 1               | 0              | 1               | 1               | 1               | 0               | 1 1             | 0               | 2               | 1               | 0               | 0               | 0               | 1               | 0               | 0                | 1                   | 1               | 0               |
| Quite good  | 4                        | 4                        | 8               | 2              | 6               | 7               | 1               | 3               | 5               | 3               | 6               | 5               | 3               | 3               | 5               | 3               | 6               | 5                | 3                   | 2               | 2               |
| TOTAL GOOD<br>Neither good nor bad  | <b>4</b><br>17           | 5<br>17                  | <b>9</b> 25     | <b>2</b><br>13 | <b>7</b><br>22  | <b>8</b> 22     | <b>2</b><br>13  | <b>3</b>        | <b>6</b><br>19  | <b>3</b><br>16  | <b>8</b> 24     | <b>6</b><br>16  | <b>3</b><br>16  | <b>3</b><br>17  | <b>5</b><br>18  | <b>4</b><br>16  | <b>6</b><br>20  | <b>5</b><br>19   | <b>4</b><br>14      | <b>3</b><br>15  | <b>2</b><br>20  |
| Quite bad   | 17<br>47                 | 51                       | 53              | 54             | 22<br>57        | 50              | 54              | 53              | 51              | 52              | 48              | 50              | 52              | 53              | 52              | 50              | 20<br>47        | 19<br>50         | 53                  | 54              | 20<br>48        |
| Very bad  | 28                       | 24                       | 12              | 29             | 13              | 18              | 29              | 26              | 23              | 25              | 10              | 23              | 28              | 26              | 23              | 26              | 21              | 22               | 26                  | 24              | 29              |
| TOTAL BAD   | <b>75</b>                | 75                       | 65              | 83             | 70              | 68              | 83              | 79              | 74              | 77              | 58              | 73              | 80              | 79              | 75              | 76              | 68              | 72               | 79                  | 78              | 77              |
| Don't know  | 4                        | 3                        | 1               | 2              | 1               | 2               | 3               | 2               | 2               | 4               | 10              | 5               | 1               | 1               | 2               | 4               | 5               | 3                | 3                   | 3               | 1               |



| Fie | ldwor | k- 23 | rd - | 24th. | lune | 2011 |
|-----|-------|-------|------|-------|------|------|
|     |       |       |      |       |      |      |

|   |                | Total          | Con            | Lab            | Lib<br>Dem     | Con            | Lab            | Lib<br>Dem     | Male           | Female         | 18-24          |                | 40-59          | 60+            | ABC1           | C2DE           | London         | Rest of<br>South | Midlands<br>/ Wales | North          | Scotland       |
|---|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|---------------------|----------------|----------------|
| Weighted Sa   | mple           | 2767           | 798            | 943            | 188            | 866            | 750            | 623            | 1345           | 1422           | 335            | 706            | 946            | 780            | 1577           | 1190           | 354            | 899              | 592                 | 681            | 241            |
| Unweighted Sa   | ample          | 2767           | 791            | 873            | 197            | 878            | 708            | 652            | 1313           | 1454           | 184            | 664            | 1113           | 806            | 1804           | 963            | 375            | 918              | 548                 | 679            | 247            |
|   |                | %              | %              | %              | %              | %              | %              | %              | %              | %              | %              | %              | %              | %              | %              | %              | %              | %                | %                   | %              | %              |
| How do you think the financial situation of your household will change over the next 12 months? |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                  |                     |                |                |
| Get a lot better  | 1              | 1              | 2              | 1              | 1              | 1              | 1              | 1              | 1              | 1              | 4              | 1              | 1              | 0              | 1              | 1              | 1              | 1                | 1                   | 2              | 0              |
| Get a little better   | 9              | 8              | 11             | 5              | 16             | 10             | 4              | 8              | 9              | 6              | 16             | 10             | 7              | 2              | 10             | 5              | 10             | 9                | 7                   | 6              | 5              |
| TOTAL BETTER  | 10             | 9              | 13             | 6              | 17             | 11             | 5              | 9              | 10             | 7              | 20             | 11             | 8              | 2              | 11             | 6              | 11             | 10               | 8                   | 8              | 5              |
| Stay about the same   | 27             | 28             | 40             | 22             | 35             | 36             | 22             | 26             | 30             | 27             | 33             | 33             | 24             | 26             | 32             | 23             | 34             | 29               | 23                  | 29             | 28             |
| Get a little worse  | 35             | 37             | 35             | 42             | 32             | 35             | 43             | 38             | 36             | 39             | 27             | 30             | 39             | 47             | 37             | 38             | 33             | 37               | 38                  | 37             | 45             |
| Get a lot worse   | 23             | 21             | 10             | 26             | 14             | 16             | 25             | 23             | 20             | 22             | 7              | 19             | 27             | 22             | 17             | 26             | 16             | 21               | 25                  | 21             | 19             |
| TOTAL WORSE   | 58             | 58             | 45             | 68             | 46             | 51             | 68             | 61             | 56             | 61             | 34             | 49             | 66             | 69             | 54             | 64             | 49             | 58               | 63                  | 58             | 64             |
| Don't know  | 5              | 5              | 1              | 4              | 2              | 2              | 5              | 4              | 4              | 5              | 13             | 6              | 3              | 2              | 3              | 7              | 6              | 3                | 6                   | 6              | 2              |
|   | <i>4</i><br>35 | 3<br>29        | 9<br>48        | 1<br>21        | 5<br>39        | 7<br>43        | 1<br>24        | 3<br>26        | 5<br>32        | 2<br>27        | 4<br>23        | 4<br>30        | 2<br>29        | 4<br>32        | 5<br>32        | 2<br>26        | 4<br>25        | 4<br>32          | 3<br>28             | 3<br>29        | 1<br>29        |
|   | <b>39</b>      | 32             | <b>57</b>      | 22             | 44             | <b>50</b>      | 25             | 29             | 37             | 29             | <b>27</b>      | 34             | 31             | 36             | 37             | 28             | 29             | 36               | 31                  | 32             | 30             |
|   | 21             | 28             | 19             | 34             | 31             | 21             | 32             | 32             | 30             | 25             | 28             | 25             | 30             | 27             | 28             | 27             | 28             | 25               | 28                  | 27             | 35             |
| , ,   | 18             | 17             | 6              | 25             | 7              | 9              | 24             | 17             | 20             | 14             | 11             | 13             | 18             | 22             | 16             | 19             | 15             | 17               | 17                  | 17             | 20             |
| , ,   | 39             | 45             | 25             | 59             | 38             | 30             | 56             | 49             | 50             | 39             | 39             | 38             | 48             | 49             | 44             | 46             | 43             | 42               | 45                  | 44             | 55             |
| Don't know  | 22             | 23             | 18             | 20             | 17             | 20             | 19             | 21             | 13             | 32             | 34             | 27             | 22             | 14             | 20             | 26             | 28             | 21               | 23                  | 23             | 15             |
| 22  |                | 23-24<br>June  |                | _0             |                | . =            |                | '              |                | 52 ,           | , •.           |                |                |                |                |                | . =            |                  |                     | _0             | .0             |
| Wrong   | 38<br>41<br>22 | 35<br>41<br>24 | 43<br>35<br>22 | 33<br>43<br>24 | 45<br>40<br>15 | 40<br>38<br>22 | 34<br>43<br>23 | 32<br>43<br>25 | 44<br>42<br>15 | 26<br>41<br>33 | 38<br>33<br>30 | 37<br>34<br>29 | 33<br>43<br>24 | 33<br>50<br>17 | 37<br>41<br>22 | 31<br>42<br>27 | 35<br>38<br>27 | 35<br>41<br>23   | 33<br>40<br>26      | 35<br>42<br>23 | 34<br>45<br>21 |

2010 Vote

Gender

Age

Social grade

Voting intention



|  | What the world thinks |       |        |            |     |        |            |      |        |       |       |       |     |        |       |     |                  |                     |       |          |
|--|-----------------------|-------|--------|------------|-----|--------|------------|------|--------|-------|-------|-------|-----|--------|-------|-----|------------------|---------------------|-------|----------|
| Fieldwork: 23rd - 24th June 2011                     |                       | Votin | g inte | ntion      | 20  | )10 Vo | te         | Ge   | nder   |       | Ag    | ge    |     | Social | grade |     |                  | Region              |       |          |
|  | Total                 | Con   | Lab    | Lib<br>Dem | Con | Lab    | Lib<br>Dem | Male | Female | 18-24 | 25-39 | 40-59 |     |        |       |     | Rest of<br>South | Midlands<br>/ Wales | North | Scotland |
| Weighted Sample                                      | 2767                  | 798   | 943    | 188        | 866 | 750    | 623        | 1345 | 1422   | 335   | 706   | 946   | 780 | 1577   | 1190  | 354 | 899              | 592                 | 681   | 241      |
| Unweighted Sample                                    | 2767                  | 791   | 873    | 197        | 878 | 708    | 652        | 1313 | 1454   | 184   | 664   | 1113  | 806 | 1804   | 963   | 375 | 918              | 548                 | 679   | 247      |
|  | %                     | %     | %      | %          | %   | %      | %          | %    | %      | %     | %     | %     | %   | %      | %     | %   | %                | %                   | %     | %        |
| Overall do you think the coalition's military action |                       |       |        |            |     |        |            |      |        |       |       |       |     |        |       |     |                  |                     |       |          |
| in Libya is going well or badly?                     |                       |       |        |            |     |        |            |      |        |       |       |       |     |        |       |     |                  |                     |       |          |
| Very well 2  | 1                     | 3     | 1      | 2          | 3   | 0      | 1          | 2    | 1      | 1     | 2     | 1     | 1   | 2      | 1     | 1   | 2                | 1                   | 1     | 0        |
| Fairly well 30                                       | 26                    | 37    | 23     | 34         | 33  | 24     | 23         | 33   | 20     | 26    | 28    | 25    | 26  | 27     | 25    | 25  | 26               | 27                  | 26    | 28       |
| TOTAL WELL 32  | 27                    | 40    | 24     | 36         | 36  | 24     | 24         | 35   | 21     | 27    | 30    | 26    | 27  | 29     | 26    | 26  | 28               | 28                  | 27    | 28       |
| Fairly badly 36                                      | 36                    | 33    | 38     | 41         | 34  | 37     | 40         | 37   | 35     | 32    | 29    | 38    | 40  | 37     | 34    | 32  | 36               | 35                  | 38    | 35       |
| Very badly 11  | 12                    | 4     | 17     | 7          | 7   | 17     | 14         | 14   | 11     | 8     | 12    | 13    | 14  | 12     | 13    | 13  | 13               | 11                  | 11    | 14       |
| TOTAL BADLY 47                                       | 48                    | 37    | 55     | 48         | 41  | 54     | 54         | 51   | 46     | 40    | 41    | 51    | 54  | 49     | 47    | 45  | 49               | 46                  | 49    | 49       |
| Don't know 22  | 24                    | 23    | 22     | 15         | 24  | 22     | 22         | 14   | 35     | 34    | 29    | 22    | 19  | 22     | 27    | 30  | 22               | 26                  | 24    | 22       |
|  |                       |       |        |            |     |        |            |      |        |       |       |       |     |        |       |     |                  |                     |       |          |

For each of the groups below, please say which political party you think is closest to them and best understands and reflects their views.

| Women              |               |   |      |    |    |    |    |    |    |    |    |    |    |            |    |    |    |    |    |    |
|--------------------|---------------|---|------|----|----|----|----|----|----|----|----|----|----|------------|----|----|----|----|----|----|
|                    | Labour 26     | 7 | 55   | 15 | 8  | 51 | 25 | 29 | 22 | 22 | 26 | 28 | 25 | 25         | 27 | 22 | 20 | 27 | 34 | 26 |
| Cons               | servatives 13 | 3 | 7 2  | 5  | 32 | 3  | 5  | 13 | 13 | 9  | 11 | 11 | 18 | 14         | 12 | 16 | 17 | 12 | 9  | 7  |
| Liberal D          | emocrats 11   | 1 | 2 9  | 34 | 11 | 9  | 18 | 16 | 7  | 11 | 12 | 13 | 10 | 13         | 9  | 13 | 12 | 10 | 10 | 11 |
| Non                | e of them 26  | 2 | 1 17 | 22 | 27 | 19 | 29 | 21 | 32 | 19 | 21 | 30 | 30 | 25         | 28 | 20 | 28 | 27 | 25 | 33 |
| D                  | on't know 23  | 2 | 2 17 | 24 | 23 | 17 | 22 | 21 | 26 | 40 | 30 | 18 | 17 | 23         | 24 | 29 | 23 | 23 | 22 | 23 |
| The rich           |               | - |      |    | •  |    |    | =  |    | -  |    |    |    | <u>-</u> ' |    | -  |    |    |    |    |
| Cons               | servatives 79 | 7 | 89   | 78 | 75 | 87 | 84 | 82 | 76 | 73 | 72 | 82 | 83 | 79         | 78 | 77 | 78 | 75 | 82 | 80 |
|                    | Labour 4      | 5 | 4    | 4  | 4  | 4  | 2  | 4  | 3  | 3  | 5  | 3  | 3  | 4          | 3  | 4  | 4  | 5  | 3  | 2  |
| Liberal D          | emocrats 1    | 1 | 0    | 1  | 0  | 1  | 1  | 1  | 1  | 0  | 1  | 0  | 1  | 1          | 0  | 0  | 1  | 1  | 0  | 1  |
| Non                | e of them 6   | 7 | 3    | 4  | 7  | 3  | 5  | 6  | 6  | 8  | 6  | 6  | 6  | 6          | 6  | 7  | 6  | 6  | 5  | 9  |
| D                  | on't know 11  | 1 | ) 4  | 12 | 13 | 6  | 9  | 7  | 14 | 16 | 16 | 9  | 7  | 10         | 12 | 12 | 11 | 14 | 9  | 8  |
| The least well off |               | _ |      |    | _  |    |    |    |    | _  |    |    |    | _          |    | _  |    |    |    |    |
|                    | Labour 47     | 3 | 1 77 | 38 | 31 | 75 | 49 | 49 | 45 | 47 | 48 | 49 | 44 | 48         | 45 | 45 | 41 | 47 | 57 | 49 |
| Cons               | servatives 8  | 2 | 2 1  | 2  | 20 | 1  | 2  | 8  | 7  | 5  | 8  | 7  | 10 | 8          | 7  | 8  | 12 | 5  | 5  | 3  |
| Liberal D          | emocrats 7    | 1 | ) 3  | 23 | 8  | 4  | 10 | 9  | 5  | 10 | 8  | 6  | 6  | 8          | 5  | 10 | 7  | 7  | 6  | 6  |
| Non                | e of them 26  | 2 | 5 13 | 24 | 27 | 14 | 29 | 24 | 27 | 19 | 19 | 29 | 32 | 23         | 30 | 24 | 26 | 28 | 23 | 31 |
| D                  | on't know 13  | 1 | 2 5  | 14 | 14 | 6  | 10 | 9  | 16 | 19 | 18 | 10 | 9  | 12         | 13 | 13 | 14 | 13 | 10 | 12 |
| Trade unionists    |               | _ |      |    |    |    |    | _  |    | _  |    |    | -  | _          |    | _  |    |    |    |    |
|                    | Labour 68     | 7 | 5 79 | 68 | 72 | 78 | 68 | 73 | 64 | 45 | 60 | 74 | 79 | 71         | 64 | 72 | 68 | 68 | 69 | 66 |
| Cons               | servatives 3  | 9 | 2    | 1  | 7  | 2  | 1  | 4  | 3  | 7  | 5  | 2  | 2  | 3          | 4  | 2  | 5  | 3  | 4  | 1  |
| Liberal D          | emocrats 2    | 1 | 2    | 5  | 2  | 2  | 3  | 2  | 2  | 7  | 3  | 1  | 1  | 2          | 2  | 2  | 2  | 1  | 2  | 1  |
| Non                | e of them 12  | 7 | 7    | 9  | 8  | 10 | 14 | 12 | 13 | 13 | 11 | 13 | 11 | 11         | 14 | 9  | 11 | 12 | 12 | 21 |
| D                  | on't know 14  | 9 | 9    | 17 | 12 | 9  | 14 | 9  | 18 | 28 | 21 | 10 | 7  | 13         | 16 | 15 | 14 | 16 | 13 | 11 |



| Fieldwork: 23rd - 24th June 2011  |       |         |          |            |         |         |            |        |         |          |         |         |         |         |         |         |                  |                     |        |          |
|-----------------------------------|-------|---------|----------|------------|---------|---------|------------|--------|---------|----------|---------|---------|---------|---------|---------|---------|------------------|---------------------|--------|----------|
|                                   |       | Votin   | g inte   | ntion      | 20      | )10 V   | ote        | Ge     | nder    |          | Α       | ge      |         | Social  | grade   |         |                  | Region              |        |          |
|                                   | Total | Con     | Lab      | Lib<br>Dem | Con     | Lab     | Lib<br>Dem | Male   | Female  | 18-24    | 25-39   | 40-59   | 60+     | ABC1    | C2DE    | London  | Rest of<br>South | Midlands<br>/ Wales | North  | Scotland |
| Weighted Sample                   | 2767  | 798     | 943      | 188        | 866     | 750     | 623        | 1345   | 1422    | 335      | 706     | 946     | 780     | 1577    | 1190    | 354     | 899              | 592                 | 681    | 241      |
| Unweighted Sample                 | 2767  | 791     | 873      | 197        | 878     | 708     | 652        | 1313   | 1454    | 184      | 664     | 1113    | 806     | 1804    | 963     | 375     | 918              | 548                 | 679    | 247      |
|                                   | %     | %       | %        | %          | %       | %       | %          | %      | %       | %        | %       | %       | %       | %       | %       | %       | %                | %                   | %      | %        |
| The disabled                      |       | 1       |          |            |         |         |            |        |         |          |         |         |         |         |         |         |                  |                     |        |          |
| Labour                            | 31    | 12      | 61       | 19         | 13      | 57      | 27         | 33     | 28      | 27       | 29      | 33      | 31      | 29      | 33      | 28      | 25               | 34                  | 35     | 32       |
| Conservatives                     | 10    | 30      | 1        | 2          | 26      | 1       | 2          | 9      | 10      | 9        | 9       | 8       | 14      | 11      | 9       | 10      | 13               | 9                   | 8      | 4        |
| Liberal Democrats                 | 10    | 11      | 5        | 32         | 9       | 6       | 17         | 12     | 7       | 10       | 11      | 10      | 8       | 11      | 7       | 10      | 11               | 6                   | 9      | 11       |
| None of them                      | 28    | 24      | 18       | 24         | 28      | 20      | 32         | 25     | 30      | 18       | 21      | 32      | 33      | 26      | 30      | 26      | 28               | 28                  | 27     | 31       |
| Don't know                        | 22    | 23      | 15       | 23         | 23      | 15      | 22         | 20     | 24      | 36       | 30      | 18      | 14      | 23      | 22      | 26      | 22               | 23                  | 20     | 23       |
| Business people  Conservatives    | 70    | I 04    | 70       | 60         | 70      | 74      | 70         | 70     | 67      | l 57     | C4      | 70      | 70      | 74      | 00      | I 70    | 70               | 67                  | 70     | CE       |
| Labour                            | 6     | 81<br>3 | 72<br>12 | 63<br>9    | 76<br>3 | 71      | 70<br>6    | 72     | 67<br>5 | 57<br>11 | 61<br>9 | 72<br>5 | 79<br>4 | 71<br>6 | 68<br>7 | 70<br>8 | 6                |                     | 73     | 65<br>7  |
|                                   | 1     |         | 13       |            |         | 12<br>1 |            | 9      |         |          | 1       | 5<br>1  | -       | 1       | 1       | 1       |                  | 7                   | 6<br>1 |          |
| Liberal Democrats<br>None of them | 9     | 1<br>6  | 1<br>6   | 6<br>9     | 1<br>8  | 7       | 2<br>10    | 1<br>8 | 1<br>10 | 1<br>9   | 9       | 11      | 1<br>7  | 9       | 9       | 9       | 2<br>9           | 1<br>8              | 9      | 1<br>13  |
| Don't know                        | 13    | 9       | 9        | 12         | 13      | 9       | 11         | 10     | 17      | 22       | 19      | 11      | 7       | 12      | 9<br>15 | 12      | 13               | 16                  | 12     | 14       |
| Middle class people               | 13    | 9       | Э        | 12         | 13      | Э       |            | 10     | 17      | 22       | 19      | 11      | ,       | 12      | 15      | 12      | 13               | 10                  | 12     | 14       |
| Conservatives                     | 46    | 70      | 39       | 39         | 62      | 38      | 40         | 46     | 46      | 43       | 43      | 45      | 51      | 47      | 45      | 48      | 48               | 43                  | 46     | 39       |
| Labour                            | 15    | 3       | 32       | 8          | 4       | 31      | 14         | 17     | 14      | 15       | 16      | 16      | 13      | 15      | 15      | 16      | 11               | 15                  | 18     | 20       |
| Liberal Democrats                 | 10    | 4       | 11       | 27         | 5       | 11      | 16         | 10     | 9       | 8        | 8       | 11      | 10      | 10      | 9       | 8       | 9                | 9                   | 11     | 11       |
| None of them                      | 16    | 13      | 8        | 11         | 17      | 10      | 17         | 16     | 15      | 11       | 14      | 17      | 17      | 15      | 16      | 13      | 18               | 17                  | 12     | 20       |
| Don't know                        | 14    | 10      | 9        | 15         | 12      | 10      | 14         | 11     | 17      | 23       | 20      | 11      | 9       | 13      | 15      | 15      | 14               | 17                  | 12     | 10       |
| Families                          |       | 1 10    | 0        | 10         | 12      | 10      |            |        | .,      | 20       | 20      | • • •   | 3       | .0      | 10      | 1 10    | 17               |                     | 12     | 10       |
| Labour                            | 37    | 11      | 75       | 24         | 12      | 71      | 36         | 38     | 36      | 42       | 37      | 36      | 35      | 34      | 41      | 33      | 30               | 37                  | 47     | 40       |
| Conservatives                     | 19    | 55      | 2        | 9          | 48      | 3       | 8          | 20     | 19      | 15       | 18      | 17      | 25      | 22      | 16      | 25      | 26               | 18                  | 12     | 10       |
| Liberal Democrats                 | 7     | 6       | 4        | 34         | 5       | 3       | 15         | 8      | 6       | 5        | 7       | 9       | 6       | 8       | 5       | 7       | 9                | 5                   | 6      | 6        |
| None of them                      | 22    | 17      | 12       | 14         | 22      | 14      | 26         | 22     | 22      | 16       | 17      | 27      | 24      | 21      | 24      | 18      | 21               | 25                  | 22     | 28       |
| Don't know                        | 14    | 11      | 7        | 19         | 13      | 10      | 15         | 12     | 17      | 23       | 21      | 10      | 10      | 15      | 13      | 17      | 14               | 15                  | 12     | 16       |
| Immigrants                        |       | •       |          |            |         |         |            | •      | !       |          |         |         |         |         | -       | 1       |                  |                     |        |          |
| Labour                            | 32    | 40      | 33       | 28         | 38      | 35      | 26         | 34     | 31      | 33       | 31      | 35      | 29      | 34      | 30      | 37      | 31               | 31                  | 35     | 21       |
| Liberal Democrats                 | 12    | 9       | 14       | 27         | 9       | 12      | 17         | 16     | 9       | 16       | 14      | 10      | 11      | 14      | 10      | 11      | 13               | 11                  | 11     | 17       |
| Conservatives                     | 9     | 17      | 7        | 1          | 15      | 7       | 4          | 8      | 9       | 4        | 8       | 8       | 12      | 7       | 10      | 7       | 11               | 7                   | 9      | 6        |
| None of them                      | 28    | 21      | 29       | 21         | 23      | 30      | 32         | 28     | 28      | 20       | 23      | 31      | 32      | 26      | 31      | 26      | 26               | 30                  | 27     | 36       |
| Don't know                        | 19    | 14      | 17       | 23         | 15      | 17      | 20         | 15     | 24      | 27       | 24      | 17      | 15      | 19      | 20      | 18      | 19               | 20                  | 19     | 21       |
| Elderly people                    |       | •       |          |            |         |         |            | •      |         | •        |         |         |         |         |         | •       |                  |                     |        |          |
| Labour                            | 32    | 8       | 66       | 20         | 10      | 64      | 31         | 34     | 30      | 29       | 32      | 36      | 29      | 29      | 36      | 29      | 25               | 35                  | 40     | 34       |
| Conservatives                     | 15    | 38      | 5        | 10         | 34      | 3       | 8          | 17     | 14      | 12       | 17      | 13      | 16      | 16      | 13      | 16      | 21               | 14                  | 11     | 7        |
| Liberal Democrats                 | 7     | 9       | 3        | 32         | 7       | 3       | 15         | 10     | 5       | 12       | 8       | 7       | 5       | 9       | 4       | 9       | 8                | 4                   | 8      | 9        |
| None of them                      | 29    | 29      | 17       | 22         | 33      | 19      | 29         | 26     | 32      | 19       | 19      | 33      | 39      | 28      | 31      | 27      | 30               | 31                  | 27     | 34       |
| Don't know                        | 16    | 15      | 9        | 16         | 15      | 11      | 16         | 13     | 19      | 27       | 24      | 12      | 10      | 16      | 16      | 20      | 16               | 16                  | 14     | 16       |
|                                   |       |         |          |            |         |         |            |        | '       |          |         |         |         |         |         |         |                  |                     |        |          |



Fieldwork: 23rd - 24th June 2011

| Fieldwork: 23rd - 24th June 2011   |       |       |        |            |     |       |            |      |        |       |       |       |     |        |       |        |                  |                     |       |          |
|--|-------|-------|--------|------------|-----|-------|------------|------|--------|-------|-------|-------|-----|--------|-------|--------|------------------|---------------------|-------|----------|
|  |       | Votir | g inte | ntion      | 2   | 010 V | te         | Ge   | nder   |       | Ą     | ge    |     | Social | grade |        | 1                | Region              |       |          |
|  | Total | Con   | Lab    | Lib<br>Dem | Con | Lab   | Lib<br>Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1   | C2DE  | London | Rest of<br>South | Midlands<br>/ Wales | North | Scotland |
| Weighted Sample  | 2767  | 798   | 943    | 188        | 866 | 750   | 623        | 1345 | 1422   | 335   | 706   | 946   | 780 | 1577   | 1190  | 354    | 899              | 592                 | 681   | 241      |
| Unweighted Sample  | 2767  | 791   | 873    | 197        | 878 | 708   | 652        | 1313 | 1454   | 184   | 664   | 1113  | 806 | 1804   | 963   | 375    | 918              | 548                 | 679   | 247      |
|  | %     | %     | %      | %          | %   | %     | %          | %    | %      | %     | %     | %     | %   | %      | %     | %      | %                | %                   | %     | %        |
| Has the way the coalition government has performed so far made you more or less likely to vote Conservative, or has it made no difference? |       |       |        |            |     |       |            |      |        |       |       |       |     |        |       |        |                  |                     |       |          |
| Much more likely to vote Conservative  | 7     | 21    | 1      | 0          | 17  | 2     | 2          | 9    | 5      | 7     | 5     | 6     | 9   | 7      | 6     | 8      | 8                | 7                   | 6     | 3        |
| A little more likely to vote Conservative  | 8     | 17    | 1      | 16         | 12  | 3     | 9          | 8    | 7      | 9     | 10    | 7     | 6   | 9      | 6     | 8      | 10               | 6                   | 7     | 6        |
| TOTAL MORE LIKELY  | 15    | 38    | 2      | 16         | 29  | 5     | 11         | 17   | 12     | 16    | 15    | 13    | 15  | 16     | 12    | 16     | 18               | 13                  | 13    | 9        |
| A little less likely to vote Conservative  | 7     | 7     | 4      | 5          | 10  | 3     | 7          | 7    | 6      | 5     | 7     | 6     | 8   | 7      | 6     | 8      | 7                | 8                   | 5     | 7        |
| Much less likely to vote Conservative  | 16    | 0     | 26     | 10         | 8   | 20    | 21         | 17   | 15     | 19    | 15    | 17    | 14  | 15     | 17    | 14     | 15               | 18                  | 17    | 14       |
| TOTAL LESS LIKELY  | 23    | 7     | 30     | 15         | 18  | 23    | 28         | 24   | 21     | 24    | 22    | 23    | 22  | 22     | 23    | 22     | 22               | 26                  | 22    | 21       |
| No difference - I would have voted Conservative<br>anyway  | 17    | 52    | 2      | 5          | 45  | 2     | 4          | 15   | 19     | 11    | 14    | 16    | 23  | 19     | 15    | 21     | 21               | 15                  | 14    | 7        |
| No difference - I would not vote Conservative anyway   | 38    | 0     | 64     | 62         | 1   | 66    | 50         | 39   | 37     | 37    | 38    | 41    | 35  | 36     | 41    | 33     | 30               | 37                  | 45    | 58       |
| Don't know   | 8     | 3     | 2      | 2          | 6   | 4     | 7          | 6    | 9      | 12    | 11    | 6     | 5   | 7      | 9     | 8      | 9                | 8                   | 6     | 5        |
| Below are some things that the government have said or done in recent months, in each case please say if you support or oppose the measure |       |       |        |            |     |       |            |      |        |       |       |       |     |        |       |        |                  |                     |       |          |
| Changing the state pension age to 66 for both men and women by 2020  |       |       |        |            |     |       |            |      |        |       |       |       |     |        |       |        |                  |                     |       |          |
| Support  | 35    | 57    | 19     | 56         | 52  | 22    | 34         | 43   | 28     | 40    | 36    | 28    | 41  | 40     | 28    | 40     | 40               | 32                  | 29    | 33       |
| Oppose   | 54    | 34    | 71     | 35         | 39  | 68    | 55         | 49   | 59     | 42    | 49    | 64    | 52  | 50     | 59    | 46     | 49               | 56                  | 62    | 58       |
| Don't know   | 11    | 9     | 10     | 9          | 9   | 10    | 10         | 8    | 13     | 19    | 15    | 8     | 8   | 10     | 12    | 14     | 11               | 13                  | 9     | 9        |
| Cancelling plans to give sentencing discounts of<br>up to 50% for people who plead guilty before a<br>trial                                |       |       |        |            |     |       |            |      |        |       |       |       |     |        |       |        |                  |                     |       |          |
| Support  | 61    | 70    | 59     | 59         | 70  | 63    | 58         | 64   | 59     | 47    | 56    | 64    | 69  | 65     | 57    | 57     | 64               | 61                  | 61    | 59       |
| Oppose   | 28    | 23    | 30     | 28         | 23  | 26    | 29         | 26   | 29     | 32    | 30    | 26    | 25  | 25     | 31    | 30     | 26               | 27                  | 28    | 29       |
| Don't know   | 11    | 7     | 11     | 13         | 7   | 11    | 13         | 10   | 12     | 21    | 13    | 10    | 6   | 10     | 12    | 13     | 10               | 11                  | 10    | 12       |
| Tightening restrictions on sexualised music<br>videos and adverts broadcast when children<br>might see them                                |       |       |        |            |     |       |            |      |        |       |       |       |     |        |       |        |                  |                     |       |          |
| Support  | 77    | 87    | 73     | 76         | 86  | 76    | 74         | 70   | 84     | 53    | 72    | 79    | 90  | 77     | 77    | 77     | 80               | 77                  | 75    | 77       |
| Oppose   | 11    | 7     | 12     | 13         | 7   | 10    | 14         | 16   | 6      | 25    | 13    | 10    | 3   | 11     | 10    | 7      | 10               | 11                  | 13    | 11       |
| Don't know   | 12    | 7     | 15     | 11         | 8   | 13    | 12         | 14   | 10     | 22    | 15    | 11    | 7   | 12     | 13    | 16     | 11               | 12                  | 13    | 12       |
| Criticising fathers who abandon their children as being as bad as drink-drivers  |       | •     |        |            | •   |       |            | •    |        | -     |       |       |     |        |       | -      |                  |                     |       |          |
| Support  | 52    | 70    | 40     | 50         | 69  | 42    | 43         | 52   | 53     | 51    | 44    | 49    | 65  | 53     | 51    | 49     | 53               | 53                  | 53    | 48       |
| Oppose   | 31    | 17    | 45     | 34         | 19  | 42    | 37         | 34   | 28     | 29    | 35    | 34    | 24  | 31     | 32    | 31     | 30               | 30                  | 31    | 38       |
| Don't know   | 16    | 13    | 15     | 16         | 12  | 17    | 19         | 14   | 19     | 20    | 21    | 17    | 11  | 16     | 17    | 20     | 17               | 17                  | 15    | 14       |
|  |       |       |        |            |     |       |            |      |        |       |       |       |     |        |       |        |                  |                     |       |          |



| Fieldwork: 23rd - 24th June 2011   |       |       |         |            |       |       |            |      |        |       |       |       |     |       |         |        |                  |                     |       |          |
|--|-------|-------|---------|------------|-------|-------|------------|------|--------|-------|-------|-------|-----|-------|---------|--------|------------------|---------------------|-------|----------|
|  |       | Votir | ng inte | ention     | 20    | 010 V | ote        | Ge   | nder   |       | Ą     | ge    |     | Socia | l grade |        |                  | Region              |       |          |
|  | Total | Con   | Lab     | Lib<br>Dem | Con   | Lab   | Lib<br>Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1  | C2DE    | London | Rest of<br>South | Midlands<br>/ Wales | North | Scotland |
| Weighted Sample  | 2767  | 798   | 943     | 188        | 866   | 750   | 623        | 1345 | 1422   | 335   | 706   | 946   | 780 | 1577  | 1190    | 354    | 899              | 592                 | 681   | 241      |
| Unweighted Sample  | 2767  | 791   | 873     | 197        | 878   | 708   | 652        | 1313 | 1454   | 184   | 664   | 1113  | 806 | 1804  | 963     | 375    | 918              | 548                 | 679   | 247      |
|  | %     | %     | %       | %          | %     | %     | %          | %    | %      | %     | %     | %     | %   | %     | %       | %      | %                | %                   | %     | %        |
| Stopping child benefit for families with a top-rate taxpayer   |       |       |         |            |       |       |            |      |        |       |       |       |     |       |         |        |                  |                     |       |          |
| Support  | 72    | 83    | 63      | 79         | 81    | 65    | 74         | 74   | 70     | 53    | 68    | 77    | 78  | 70    | 75      | 65     | 76               | 71                  | 72    | 69       |
| Oppose   | 18    | 11    | 26      | 13         | 12    | 23    | 17         | 18   | 18     | 29    | 21    | 15    | 15  | 20    | 15      | 22     | 16               | 18                  | 19    | 20       |
| Don't know   | 10    | 5     | 10      | 8          | 7     | 11    | 9          | 8    | 12     | 18    | 12    | 8     | 7   | 10    | 10      | 13     | 9                | 11                  | 8     | 10       |
| Promising to reduce net immigration into Britain   |       |       |         |            |       |       |            |      |        |       |       |       |     |       |         |        |                  |                     |       |          |
| Support  | 78    | 94    | 65      | 70         | 95    | 68    | 70         | 76   | 80     | 65    | 70    | 80    | 88  | 76    | 81      | 72     | 82               | 79                  | 77    | 71       |
| Oppose   | 11    | 3     | 19      | 17         | 2     | 16    | 17         | 14   | 8      | 15    | 16    | 10    | 6   | 13    | 8       | 16     | 10               | 9                   | 10    | 14       |
| Don't know   | 11    | 3     | 15      | 12         | 3     | 16    | 13         | 10   | 12     | 20    | 14    | 10    | 6   | 11    | 11      | 12     | 8                | 12                  | 13    | 15       |
| Increasing tuition fees for universities   |       | •     |         |            | •     |       |            | •    | '      | •     |       |       |     | •     |         | •      |                  |                     |       |          |
| Support  | 23    | 46    | 10      | 20         | 43    | 11    | 16         | 26   | 21     | 14    | 25    | 22    | 27  | 25    | 22      | 26     | 28               | 22                  | 19    | 21       |
| Oppose   | 64    | 42    | 81      | 71         | 43    | 80    | 74         | 62   | 65     | 71    | 59    | 65    | 63  | 63    | 64      | 59     | 59               | 64                  | 70    | 67       |
| Don't know   | 13    | 12    | 9       | 9          | 14    | 10    | 11         | 11   | 14     | 14    | 16    | 13    | 10  | 12    | 14      | 15     | 13               | 14                  | 11    | 11       |
| Cutting public spending to try and reduce the deficit  |       |       |         |            |       |       |            |      |        |       |       |       |     |       |         |        |                  |                     |       |          |
| Support  | 47    | 88    | 19      | 57         | 82    | 22    | 37         | 50   | 45     | 40    | 45    | 44    | 57  | 52    | 42      | 52     | 53               | 45                  | 44    | 35       |
| Oppose   | 39    | 8     | 66      | 32         | 12    | 64    | 46         | 39   | 39     | 36    | 38    | 44    | 35  | 36    | 43      | 32     | 34               | 40                  | 43    | 52       |
| Don't know   | 14    | 4     | 15      | 11         | 6     | 14    | 16         | 11   | 16     | 24    | 18    | 12    | 8   | 12    | 16      | 16     | 13               | 15                  | 12    | 13       |
| Thinking about women in the Labour party, which of the following best reflects your view?            |       |       |         |            |       |       |            |      |        |       |       |       |     |       |         |        |                  |                     |       |          |
| Women have many senior roles and are very well<br>represented at the top of the party                | 9     | 10    | 12      | 5          | 10    | 11    | 6          | 13   | 5      | 9     | 11    | 8     | 7   | 9     | 9       | 10     | 7                | 8                   | 10    | 9        |
| There are some women in senior roles at the top of<br>the party and they are fairly well represented | 38    | 36    | 51      | 36         | 35    | 50    | 35         | 44   | 32     | 29    | 33    | 39    | 45  | 41    | 34      | 37     | 38               | 39                  | 37    | 39       |
| TOTAL MANY/SOME  | 47    | 46    | 63      | 41         | 45    | 61    | 41         | 57   | 37     | 38    | 44    | 47    | 52  | 50    | 43      | 47     | 45               | 47                  | 47    | 48       |
| There are not many women in senior roles and they  | 24    | 25    | 20      | 31         | 24    | 22    | 32         | 18   | 30     | 19    | 23    | 26    | 26  | 25    | 23      | 25     | 25               | 24                  | 23    | 23       |
| are not very well represented in the party   |       | -     |         | ٠.         | l - · |       | -          |      |        |       |       |       |     |       |         | _~     |                  |                     |       |          |
| There are no women in senior roles in the party and it seems dominated by men                        | 2     | 2     | 2       | 1          | 2     | 2     | 1          | 2    | 2      | 3     | 2     | 2     | 2   | 2     | 2       | 1      | 2                | 2                   | 2     | 2        |
| TOTAL NOT MANY/NONE  | 26    | 27    | 22      | 32         | 26    | 24    | 33         | 20   | 32     | 22    | 25    | 28    | 28  | 27    | 25      | 26     | 27               | 26                  | 25    | 25       |
| Not sure   | 27    | 27    | 16      | 28         | 29    | 15    | 26         | 23   | 30     | 41    | 31    | 25    | 19  | 24    | 31      | 27     | 28               | 26                  | 27    | 26       |



| Fieldwork: | 23rd - | 24th | June 20° | 11 |
|------------|--------|------|----------|----|
|            |        |      |          |    |

| Fieldwork: 23rd - 24th June 2011   |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                     |                      |                      |                      |                      |                      |                      |                      |
|--|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|---------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
|  |                      | Votin                | g inte               | ntion                | 20                   | 010 Vc               | te                   | Ge                   | nder                 |                      | Αg                   | ge                   |                     | Social               | grade                |                      |                      | Region               |                      |                      |
|  | Total                | Con                  | Lab                  | Lib<br>Dem           | Con                  |                      | Lib<br>Dem           | Male                 | Female               |                      |                      | 40-59                |                     |                      | C2DE                 | London               | Rest of<br>South     | Midlands<br>/ Wales  | North                | Scotland             |
| Weighted Sample  | 2767                 | 798                  | 943                  | 188                  | 866                  | 750                  | 623                  | 1345                 | 1422                 | 335                  | 706                  | 946                  | 780                 | 1577                 | 1190                 | 354                  | 899                  | 592                  | 681                  | 241                  |
| Unweighted Sample  | 2767                 | 791                  | 873                  | 197                  | 878                  | 708                  | 652                  | 1313                 | 1454                 | 184                  | 664                  | 1113                 | 806                 | 1804                 | 963                  | 375                  | 918                  | 548                  | 679                  | 247                  |
| And thinking about women in the Conservative party, which of the following best reflects your view?  Women have many senior roles and are very well                            | %                    | %<br>I               | %                    | %                    | %<br>I               | %                    | %                    | %                    | %                    | %<br>I               | %                    | %                    | %                   | %                    | %                    | %<br>I               | %                    | %                    | %                    | %                    |
| represented at the top of the party  | 4                    | 8                    | 3                    | 2                    | 8                    | 3                    | 2                    | 6                    | 2                    | 4                    | 6                    | 4                    | 4                   | 5                    | 4                    | 5                    | 5                    | 4                    | 4                    | 2                    |
| There are some women in senior roles at the top of<br>the party and they are fairly well represented   | 27                   | 43                   | 21                   | 26                   | 40                   | 22                   | 20                   | 31                   | 23                   | 15                   | 22                   | 27                   | 36                  | 29                   | 24                   | 28                   | 30                   | 25                   | 24                   | 24                   |
| TOTAL MANY/SOME  | 31                   | 51                   | 24                   | 28                   | 48                   | 25                   | 22                   | 37                   | 25                   | 19                   | 28                   | 31                   | 40                  | 34                   | 28                   | 33                   | 35                   | 29                   | 28                   | 26                   |
| There are not many women in senior roles and they<br>are not very well represented in the party  | 36                   | 27                   | 44                   | 44                   | 26                   | 45                   | 45                   | 34                   | 37                   | 29                   | 33                   | 39                   | 36                  | 37                   | 34                   | 38                   | 33                   | 37                   | 34                   | 43                   |
| There are no women in senior roles in the party and it seems dominated by men  | 5                    | 1                    | 8                    | 2                    | 2                    | 7                    | 6                    | 4                    | 7                    | 11                   | 6                    | 4                    | 3                   | 5                    | 5                    | 3                    | 5                    | 6                    | 7                    | 3                    |
| TOTAL NOT MANY/NONE  | 41                   | 28                   | 52                   | 46                   | 28                   | 52                   | 51                   | 38                   | 44                   | 40                   | 39                   | 43                   | 39                  | 42                   | 39                   | 41                   | 38                   | 43                   | 41                   | 46                   |
| Not sure   | 28                   | 21                   | 23                   | 25                   | 24                   | 23                   | 27                   | 24                   | 32                   | 41                   | 32                   | 27                   | 20                  | 25                   | 33                   | 26                   | 27                   | 28                   | 31                   | 28                   |
| Do you think there should or should not be more women in senior roles in government, or do you think it makes no difference?  Should Should not Makes no difference Don't know | 35<br>4<br>56<br>5   | 28<br>6<br>65<br>2   | 42<br>4<br>50<br>3   | 45<br>3<br>50<br>2   | 28<br>5<br>65<br>2   | 42<br>4<br>51<br>3   | 43<br>3<br>49<br>4   | 27<br>7<br>63<br>4   | 43<br>2<br>50<br>5   | 34<br>5<br>51<br>11  | 32<br>5<br>57<br>7   | 36<br>4<br>57<br>4   | 37<br>5<br>57<br>1  | 34<br>5<br>57<br>4   | 36<br>4<br>54<br>6   | 37<br>3<br>56<br>5   | 35<br>5<br>56<br>4   | 35<br>5<br>55<br>6   | 35<br>4<br>57<br>4   | 32<br>5<br>58<br>5   |
| Generally speaking do you believe the coalition government has the right or wrong policies on education and schools?  Right policies Wrong policies Don't know                 | 24<br>47<br>28       | 61<br>12<br>27       | 5<br>77<br>18        | 28<br>43<br>29       | 51<br>17<br>32       | 6<br>74<br>19        | 16<br>58<br>26       | 27<br>50<br>23       | 22<br>45<br>33       | 17<br>50<br>33       | 24<br>45<br>32       | 22<br>49<br>28       | 30<br>47<br>23      | 28<br>45<br>26       | 19<br>50<br>31       | 25<br>45<br>30       | 30<br>40<br>30       | 23<br>51<br>26       | 22<br>52<br>27       | 12<br>57<br>31       |
| Do you think standards of teaching in schools are better or worse than ten years ago, or is there no difference?  Better Worse No difference Don't know                        | 14<br>46<br>23<br>17 | 14<br>52<br>21<br>14 | 16<br>41<br>27<br>16 | 22<br>38<br>23<br>17 | 12<br>53<br>20<br>14 | 17<br>38<br>28<br>17 | 16<br>43<br>23<br>18 | 16<br>43<br>25<br>16 | 13<br>48<br>22<br>18 | 19<br>41<br>16<br>24 | 17<br>40<br>21<br>22 | 15<br>46<br>25<br>14 | 8<br>53<br>25<br>13 | 16<br>44<br>23<br>17 | 12<br>48<br>24<br>17 | 15<br>45<br>22<br>18 | 16<br>47<br>22<br>15 | 11<br>43<br>24<br>22 | 15<br>45<br>26<br>13 | 12<br>51<br>17<br>20 |



| Fieldwork | · 23rd - | 24th. | lune 2011 |
|-----------|----------|-------|-----------|
|           |          |       |           |

| Fieldwork: 23rd - 24th June 2011  |          | V-4      | au lust - |            |          | 140 1/-  | 4-         | <u> </u> |          | 1        |          |          |          | Casisi   | ana da               |          |                  | Daniar              |                    |          |
|---|----------|----------|-----------|------------|----------|----------|------------|----------|----------|----------|----------|----------|----------|----------|----------------------|----------|------------------|---------------------|--------------------|----------|
| -   |          | votin    | g inte    | iition     | 20       | 010 Vc   | ne         | Ge       | nder     |          | Αg       | je<br>I  |          | Social   | grade                |          |                  | Region              |                    |          |
|   | Total    | Con      | Lab       | Lib<br>Dem | Con      |          | Lib<br>Dem | Male     | Female   |          |          |          |          |          |                      | London   | Rest of<br>South | Midlands<br>/ Wales |                    | Scotland |
| Weighted Sample   | 2767     | 798      | 943       | 188        | 866      | 750      | 623        | 1345     | 1422     | 335      | 706      | 946      | 780      | 1577     | 1190                 | 354      | 899              | 592                 | 681                | 241      |
| Unweighted Sample   | 2767     | 791      | 873       | 197        | 878      | 708      | 652        | 1313     | 1454     | 184      | 664      | 1113     | 806      | 1804     | 963                  | 375      | 918              | 548                 | 679                | 247      |
| B 411 4 1 4 4 111 1 1 1   | %        | %        | %         | %          | %        | %        | %          | %        | %        | %        | %        | %        | %        | %        | %                    | %        | %                | %                   | %                  | %        |
| Do you think standards of pupils' behaviour in  |          |          |           |            |          |          |            |          |          |          |          |          |          |          |                      |          |                  |                     |                    |          |
| schools are better or worse than ten years ago, or  |          |          |           |            |          |          |            |          |          |          |          |          |          |          |                      |          |                  |                     |                    |          |
| is there no difference?  Better   | 3        | 4        | 3         | 3          | 3        | 3        | 3          | 5        | 1        | 6        | 3        | 3        | 2        | 3        | 3                    | 2        | 3                | 4                   | 4                  | 2        |
| Worse   | 73       | 78       | 71        | 66         | 80       | 69       | 67         | 68       | 77       | 60       | 70       | 73       | 81       | 72       | 74                   | 74       | 74               | 70                  | <del>4</del><br>72 | 75       |
| No difference   | 15       | 11       | 19        | 17         | 10       | 18       | 18         | 17       | 13       | 19       | 15       | 16       | 12       | 16       | 13                   | 13       | 14               | 15                  | 16                 | 13       |
| Don't know  | 10       | 7        | 8         | 13         | 7        | 9        | 12         | 10       | 9        | 15       | 12       | 9        | 6        | 9        | 10                   | 10       | 8                | 12                  | 8                  | 11       |
| Dont know   | .0       | •        | O         | 10         |          | 9        | '-         | 10       | 3        | 10       | 12       | 5        | ١        | 9        | 10                   | 10       | O                | 12                  | O                  |          |
| Do you think the following have too much power over how schools are run, about the right amount of power, or not enough power over how schools are run?  Local councils |          | i .      |           |            | 1        |          | į          | 1        |          |          |          |          | 1        |          |                      |          |                  |                     |                    |          |
| Too much power  | 27       | 35       | 20        | 29         | 35       | 20       | 24         | 30       | 24       | 24       | 22       | 28       | 31       | 27       | 26                   | 25       | 29               | 27                  | 27                 | 23       |
| About the right amount of power   | 42       | 43       | 49        | 41         | 39       | 50       | 40         | 43       | 41       | 34       | 42       | 44       | 44       | 43       | 41                   | 42       | 40               | 43                  | 42                 | 46       |
| Not enough power  | 11       | 7        | 14        | 11         | 8        | 12       | 13         | 11       | 10       | 12       | 12       | 9        | 11       | 11       | 10                   | 9        | 12               | 10                  | 11                 | 10       |
| Not sure  | 21       | 16       | 16        | 19         | 18       | 18       | 22         | 16       | 25       | 30       | 24       | 20       | 14       | 19       | 23                   | 24       | 19               | 20                  | 20                 | 21       |
| Teaching unions   | 00       | - 4      | 40        | 00         | ۱ 40     | 40       | 04         |          | 0.5      | I 00     | 0.4      | 07       | 07       | 00       | 00                   | 00       | 0.4              | 00                  | 00                 | 04       |
| Too much power About the right amount of power  | 28<br>34 | 54<br>26 | 13<br>44  | 30<br>36   | 49<br>25 | 13<br>46 | 21<br>36   | 32<br>35 | 25<br>33 | 22<br>26 | 24<br>34 | 27<br>36 | 37<br>34 | 30<br>34 | 26<br>34             | 29<br>32 | 34<br>32         | 29<br>33            | 23<br>37           | 21<br>35 |
| About the right amount of power  Not enough power   | 34<br>17 | 26<br>5  | 26        | 12         | 25<br>8  | 46<br>21 | 36<br>22   | 35<br>17 | 33<br>17 | 20       | 34<br>18 | 36<br>17 | 34<br>14 | 34<br>16 | 3 <del>4</del><br>18 | 32<br>14 | 32<br>14         | 33<br>18            | 37<br>19           | 35<br>22 |
| Not enough power  | 21       | 16       | 17        | 22         | 18       | 20       | 22         | 16       | 26       | 31       | 24       | 19       | 15       | 20       | 22                   | 25       | 19               | 20                  | 22                 | 21       |
| Parents   |          | 10       | 17        | 22         | 10       | 20       | 22         | 10       | 20       | J 51     | 24       | 13       | 10       | 20       | 22                   | 25       | 13               | 20                  | 22                 | 21       |
| Too much power  | 13       | 13       | 13        | 16         | 13       | 12       | 16         | 15       | 12       | 11       | 13       | 14       | 12       | 15       | 11                   | 14       | 12               | 14                  | 13                 | 12       |
| About the right amount of power   | 34       | 39       | 37        | 34         | 34       | 39       | 33         | 32       | 35       | 33       | 31       | 31       | 40       | 37       | 29                   | 37       | 34               | 32                  | 32                 | 36       |
| Not enough power  | 38       | 39       | 36        | 36         | 41       | 36       | 33         | 39       | 37       | 32       | 36       | 42       | 38       | 34       | 44                   | 30       | 40               | 38                  | 39                 | 36       |
| Not sure  | 15       | 10       | 14        | 14         | 13       | 13       | 17         | 14       | 17       | 24       | 20       | 13       | 10       | 15       | 17                   | 18       | 13               | 16                  | 16                 | 17       |
| Central government  |          |          |           |            | •        |          | •          | •'       |          | -        |          |          | •        |          | •                    |          |                  |                     |                    |          |
| Too much power  | 42       | 32       | 48        | 46         | 35       | 43       | 53         | 44       | 41       | 31       | 36       | 46       | 49       | 43       | 42                   | 35       | 44               | 48                  | 41                 | 40       |
| About the right amount of power   | 34       | 48       | 31        | 33         | 43       | 35       | 25         | 36       | 31       | 37       | 35       | 33       | 32       | 35       | 31                   | 36       | 33               | 30                  | 35                 | 36       |
| Not enough power  | 4        | 5        | 5         | 5          | 5        | 4        | 4          | 4        | 4        | 4        | 5        | 4        | 4        | 4        | 4                    | 5        | 5                | 4                   | 4                  | 5        |
| Not sure  | 19       | 15       | 16        | 16         | 18       | 19       | 18         | 16       | 23       | 27       | 24       | 17       | 15       | 18       | 22                   | 25       | 18               | 18                  | 21                 | 19       |
| Headteachers  | _ 1      | _        | _         | _          |          |          | _ 1        | 1 -      | _        |          | _        | _        |          | _        | _ 1                  | i _      | _                | _                   |                    | _        |
| Too much power  | 8        | 6        | 9         | 7          | 7        | 8        | 8          | 8        | 7        | 9        | 6        | 9        | 7        | 7        | 9                    | 5        | 7                | 8                   | 11                 | 5        |
| About the right amount of power   | 37       | 39       | 39        | 32         | 38       | 41       | 34         | 37       | 37       | 34       | 34       | 37       | 41       | 38       | 36                   | 36       | 36               | 40                  | 35                 | 42       |
| Not enough power  | 41       | 45       | 41        | 48         | 44       | 40       | 43         | 43       | 40       | 35       | 41       | 42       | 43       | 43       | 39                   | 40       | 44               | 39                  | 40                 | 38       |
| Not sure  | 14       | 10       | 11        | 12         | 12       | 12       | 15         | 12       | 16       | 23       | 19       | 12       | 9        | 13       | 16                   | 19       | 13               | 13                  | 13                 | 15       |



| Fieldwork: 23rd - 24th June 2011   | <u> </u>            | Votir          | ng inte             | ention              | 20                  | )10 V               | ote                 | Ge                  | nder                |                     | A                   | ge                  |                     | Social              | grade               |                     |                     | Region              |                     |                     |
|--|---------------------|----------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
|  | Total               |                | Lab                 | Lib<br>Dem          |                     | Lab                 | Lib<br>Dem          | Male                | Female              | 18-24               |                     |                     | 60+                 |                     | Ĭ                   | London              | Rest of<br>South    | Midlands<br>/ Wales | North               | Scotland            |
| Weighted Sample  |                     | 798            |                     |                     | 866                 |                     |                     | 1345                | 1422                | 335                 | 706                 | 946                 | 780                 | 1577                | 1190                | 354                 | 899                 | 592                 | 681                 | 241                 |
| Unweighted Sample  |                     | 791            | 873                 | 197                 | 878                 | 708                 | 652                 | 1313                | 1454                | 184                 | 664                 | 1113                | 806                 | 1804                | 963                 | 375                 | 918                 | 548                 | 679                 | 247                 |
| Do you support or oppose the creation of more academy schools, which have the freedom to set their own rates of pay for staff and greater independence over the curriculum and their budgets?  Support Oppose Not sure | %<br>36<br>36<br>28 | % 58 17 25     | %<br>21<br>55<br>24 | %<br>44<br>35<br>20 | %<br>54<br>18<br>28 | %<br>19<br>56<br>25 | %<br>32<br>41<br>27 | %<br>40<br>36<br>24 | %<br>32<br>36<br>32 | %<br>36<br>35<br>29 | %<br>39<br>32<br>29 | %<br>33<br>39<br>29 | %<br>37<br>37<br>26 | %<br>37<br>37<br>26 | %<br>34<br>35<br>31 | %<br>32<br>35<br>33 | %<br>42<br>30<br>28 | %<br>36<br>38<br>26 | %<br>32<br>40<br>27 | %<br>27<br>44<br>29 |
| And do you support or oppose the creation of "Free Schools" - new state schools set up by parents, teachers or voluntary groups which are outside the control of local authorities?                                    |                     | 1              |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     | Ī                   | 1                   |                     |                     |                     |                     |                     |                     |
| Support<br>Oppose  | 34<br>40            | 50<br>25       | 24<br>55            | 35<br>40            | 48<br>25            | 22<br>56            | 28<br>47            | 37<br>41            | 32<br>38            | 31<br>39            | 37<br>36            | 31<br>42            | 36<br>41            | 33<br>42            | 36<br>36            | 31<br>36            | 38<br>36            | 36<br>41            | 32<br>42            | 22<br>51            |
| Not sure   | 26                  | 25             | 21                  | 25                  | 27                  | 22                  | 26                  | 22                  | 30                  | 30                  | 27                  | 27                  | 23                  | 25                  | 28                  | 33                  | 26                  | 24                  | 26                  | 27                  |
| If a free school was set up in your local area, would you be interested in helping to set-up and run it?  Would be interested Would not be interested Not sure   | 16<br>64<br>19      | 20<br>61<br>19 | 12<br>71<br>17      | 19<br>64<br>17      | 19<br>62<br>20      | 12<br>71<br>17      | 17<br>65<br>18      | 16<br>67<br>18      | 16<br>62<br>21      | 26<br>55<br>19      | 23<br>56<br>21      | 13<br>67<br>19      | 9<br>72<br>19       | 16<br>66<br>18      | 16<br>62<br>21      | 18<br>63<br>19      | 17<br>63<br>19      | 15<br>63<br>22      | 16<br>67<br>17      | 16<br>64<br>20      |
| Thinking about how history is taught in schools, which of the following best reflects your view?   |                     |                |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |
| History teaching should concentrate more on teaching dates and facts from history  | 28                  | 40             | 23                  | 18                  | 39                  | 23                  | 23                  | 30                  | 26                  | 18                  | 25                  | 28                  | 36                  | 26                  | 30                  | 32                  | 30                  | 26                  | 29                  | 16                  |
| History teaching should concentrate more on<br>teaching broad themes and topics from history   | 53                  | 46             | 60                  | 63                  | 45                  | 60                  | 58                  | 53                  | 53                  | 62                  | 52                  | 53                  | 50                  | 56                  | 50                  | 48                  | 52                  | 53                  | 53                  | 66                  |
| Neither  | 7                   | 4              | 6                   | 12                  | 5                   | 6                   | 9                   | 6                   | 7                   | 7                   | 7                   | 7                   | 5                   | 6                   | 7                   | 7                   | 6                   | 5                   | 8                   | 7                   |
| Don't know   | 12                  | 10             | 11                  | 8                   | 11                  | 11                  | 10                  | 11                  | 14                  | 13                  | 16                  | 12                  | 9                   | 12                  | 13                  | 13                  | 12                  | 15                  | 11                  | 11                  |



| Fieldwork: 23rd - 24th June 201 | Fie | ldwoi | rk: | 23rd - | - 24th | June | 201 | 1 |
|---------------------------------|-----|-------|-----|--------|--------|------|-----|---|
|---------------------------------|-----|-------|-----|--------|--------|------|-----|---|

| Fieldwork: 23rd - 24th June 2011   |                      | V- (!                | ! 4                  |                      | - 00                 | 40.1/-               | 1-                   |                      |                      | 1                    |                      |                      |                      | 0:-1                 |                      |                      |                      | Desire               |                      |                      |
|--|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| •  |                      | votin                | g inte               | ntion                | 20                   | 10 Vc                | ote                  | Ge                   | nder                 |                      | Ą                    | ge                   |                      | Social               | grade                |                      |                      | Region               |                      |                      |
|  | Total                | Con                  |                      | Lib<br>Dem           | Con                  |                      | Lib<br>Dem           |                      | Female               |                      |                      |                      |                      |                      |                      | London               | Rest of<br>South     | Midlands<br>/ Wales  |                      | Scotland             |
| Weighted Sample  | 2767                 | 798                  | 943                  | 188                  | 866                  |                      | 623                  | 1345                 | 1422                 | 335                  | 706                  | 946                  | 780                  | 1577                 | 1190                 | 354                  | 899                  | 592                  | 681                  | 241                  |
| Unweighted Sample  | 2767                 | 791                  | 873                  | 197                  | 878                  | 708                  | 652                  | 1313                 | 1454                 | 184                  | 664                  | 1113                 | 806                  | 1804                 | 963                  | 375                  | 918                  | 548                  | 679                  | 247                  |
|  | %                    | %                    | %                    | %                    | %                    | %                    | %                    | %                    | %                    | %                    | %                    | %                    | %                    | %                    | %                    | %                    | %                    | %                    | %                    | %                    |
| Thinking about how geography is taught in  |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |
| schools, which of the following best reflects your   |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |
| view?  |                      |                      |                      |                      |                      |                      |                      |                      | ı                    | 1                    |                      |                      | i                    | ı                    | ı                    | ı                    |                      |                      |                      |                      |
| Geography teaching should concentrate more on<br>teaching facts like capital cities and places   | 39                   | 50                   | 37                   | 18                   | 51                   | 33                   | 29                   | 39                   | 39                   | 27                   | 33                   | 38                   | 50                   | 36                   | 42                   | 39                   | 42                   | 38                   | 39                   | 29                   |
| Geography teaching should concentrate more on<br>teaching topics like climate change and weather   | 36                   | 31                   | 43                   | 51                   | 28                   | 44                   | 45                   | 40                   | 33                   | 42                   | 41                   | 38                   | 29                   | 40                   | 32                   | 37                   | 33                   | 35                   | 38                   | 46                   |
| Neither  | 11                   | 10                   | 9                    | 20                   | 10                   | 10                   | 13                   | 9                    | 12                   | 13                   | 10                   | 11                   | 10                   | 11                   | 10                   | 11                   | 12                   | 9                    | 12                   | 9                    |
| Don't know   | 14                   | 9                    | 12                   | 11                   | 10                   | 13                   | 13                   | 12                   | 15                   | 18                   | 16                   | 13                   | 11                   | 12                   | 16                   | 13                   | 13                   | 18                   | 12                   | 16                   |
| Thinking about how English literature is taught in schools, which of the following best reflects your view?  |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |
| English literature should concentrate more on the classics   | 37                   | 51                   | 31                   | 33                   | 48                   | 31                   | 31                   | 39                   | 35                   | 38                   | 33                   | 36                   | 41                   | 38                   | 35                   | 38                   | 41                   | 39                   | 34                   | 25                   |
| English literature should concentrate more on modern texts   | 26                   | 21                   | 34                   | 22                   | 22                   | 31                   | 27                   | 27                   | 25                   | 22                   | 27                   | 26                   | 27                   | 24                   | 29                   | 22                   | 25                   | 24                   | 30                   | 32                   |
| Neither  | 21                   | 17                   | 22                   | 34                   | 18                   | 23                   | 27                   | 19                   | 24                   | 22                   | 19                   | 24                   | 20                   | 24                   | 18                   | 20                   | 21                   | 21                   | 22                   | 25                   |
| Don't know   | 15                   | 12                   | 13                   | 11                   | 12                   | 15                   | 15                   | 15                   | 16                   | 17                   | 21                   | 14                   | 12                   | 14                   | 17                   | 20                   | 13                   | 17                   | 14                   | 19                   |
| Do schools put too much emphasis on online learning, not enough or is the balance about right?   |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |
| Too much emphasis on online learning   | 32                   | 40                   | 28                   | 31                   | 40                   | 27                   | 27                   | 28                   | 35                   | 26                   | 21                   | 35                   | 39                   | 29                   | 35                   | 28                   | 35                   | 33                   | 31                   | 23                   |
| Not enough emphasis on online learning   | 10                   | 8                    | 12                   | 7                    | 5                    | 12                   | 10                   | 13                   | 6                    | 19                   | 13                   | 8                    | 4                    | 10                   | 9                    | 12                   | 8                    | 8                    | 11                   | 12                   |
| The balance is about right   | 24                   | 21                   | 27                   | 25                   | 22                   | 26                   | 27                   | 22                   | 25                   | 27                   | 24                   | 24                   | 22                   | 25                   | 22                   | 21                   | 24                   | 23                   | 25                   | 28                   |
| Not sure   | 35                   | 31                   | 33                   | 37                   | 32                   | 35                   | 36                   | 37                   | 33                   | 29                   | 42                   | 32                   | 34                   | 35                   | 35                   | 39                   | 32                   | 36                   | 34                   | 38                   |
| And thinking about discipline in schools, do you think schools use exclusions and suspensions too frequently when faced with disruptive pupils, should use exclusions and suspensions more frequently, or do they get the balance about right? |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |
| Use exclusions too frequently Should use exclusions more Get the balance about right Not sure  | 14<br>45<br>15<br>26 | 13<br>53<br>14<br>20 | 14<br>44<br>19<br>23 | 18<br>35<br>18<br>29 | 13<br>51<br>15<br>21 | 14<br>43<br>17<br>26 | 14<br>42<br>17<br>27 | 11<br>48<br>16<br>24 | 16<br>42<br>15<br>27 | 22<br>31<br>17<br>30 | 12<br>37<br>19<br>32 | 13<br>49<br>14<br>24 | 13<br>55<br>13<br>19 | 15<br>44<br>16<br>25 | 12<br>47<br>14<br>26 | 13<br>42<br>15<br>30 | 14<br>45<br>17<br>24 | 13<br>45<br>15<br>28 | 14<br>49<br>15<br>22 | 15<br>44<br>10<br>30 |



Fieldwork: 23rd - 24th June 2011

|   |       |     | 9   |            |     |     |            |      |        |          |       | J-    |          |      | 9    |        |                  |                     |       |          |
|---|-------|-----|-----|------------|-----|-----|------------|------|--------|----------|-------|-------|----------|------|------|--------|------------------|---------------------|-------|----------|
|   | Total | Con | Lab | Lib<br>Dem | Con | Lab | Lib<br>Dem | Male | Female | 18-24    | 25-39 | 40-59 | 60+      | ABC1 | C2DE | London | Rest of<br>South | Midlands<br>/ Wales | North | Scotland |
| Weighted Sample   | 2767  | 798 | 943 | 188        | 866 | 750 | 623        | 1345 | 1422   | 335      | 706   | 946   | 780      | 1577 | 1190 | 354    | 899              | 592                 | 681   | 241      |
| Unweighted Sample   | 2767  | 791 | 873 | 197        | 878 | 708 | 652        | 1313 | 1454   | 184      | 664   | 1113  | 806      | 1804 | 963  | 375    | 918              | 548                 | 679   | 247      |
|   | %     | %   | %   | %          | %   | %   | %          | %    | %      | %        | %     | %     | %        | %    | %    | %      | %                | %                   | %     | %        |
| Two teaching unions have voted to go on strike on the 30th June over changes to public sector pensions that mean teachers will have to work longer and pay more towards lower pensions.   |       |     |     |            |     |     |            |      |        |          |       |       |          |      |      |        |                  |                     |       |          |
| Do you support or oppose teachers taking strike action on the 30th June?  |       |     |     |            |     |     |            |      |        |          |       |       |          |      |      |        |                  |                     |       |          |
| Support   | 38    | 14  | 61  | 32         | 17  | 57  | 44         | 38   | 37     | 39       | 39    | 42    | 30       | 37   | 38   | 33     | 32               | 39                  | 44    | 45       |
| Oppose  | 49    | 78  | 26  | 57         | 74  | 29  | 44         | 51   | 47     | 41       | 46    | 45    | 60       | 51   | 46   | 53     | 54               | 49                  | 44    | 39       |
| Don't know  | 14    | 8   | 13  | 11         | 9   | 14  | 13         | 12   | 15     | 21       | 15    | 13    | 10       | 12   | 16   | 13     | 15               | 12                  | 12    | 16       |
| Do you think standards of teaching in universities are better or worse than ten years ago, or is there no difference?   |       |     |     |            |     |     |            |      |        |          |       |       |          |      |      |        |                  |                     |       |          |
| Better  | 5     | 6   | 6   | 6          | 5   | 7   | 5          | 6    | 4      | 9        | 6     | 4     | 3        | 5    | 4    | 5      | 4                | 5                   | 6     | 5        |
| Worse   | 25    | 27  | 24  | 29         | 29  | 21  | 27         | 27   | 23     | 19       | 22    | 25    | 30       | 26   | 24   | 27     | 27               | 24                  | 23    | 25       |
| No difference   | 22    | 22  | 23  | 21         | 21  | 22  | 21         | 24   | 20     | 17       | 26    | 23    | 20       | 23   | 20   | 20     | 23               | 22                  | 22    | 22       |
| Don't know  | 48    | 45  | 47  | 45         | 45  | 50  | 47         | 43   | 53     | 55       | 46    | 48    | 47       | 46   | 51   | 49     | 46               | 50                  | 48    | 47       |
| Thinking about the proportion of young people who go on to attend university, do you think it is too high, too low, or about right?   |       |     |     |            |     |     |            |      |        |          |       |       |          |      |      |        |                  |                     |       |          |
| Too high  | 46    | 59  | 34  | 57         | 57  | 33  | 51         | 46   | 46     | 43       | 39    | 46    | 53       | 52   | 38   | 44     | 51               | 46                  | 40    | 46       |
| Too low   | 13    | 8   | 20  | 10         | 8   | 19  | 10         | 14   | 12     | 15       | 17    | 11    | 11       | 13   | 13   | 15     | 10               | 11                  | 17    | 16       |
| About right   | 23    | 21  | 28  | 22         | 21  | 28  | 24         | 23   | 23     | 22       | 23    | 24    | 22       | 21   | 25   | 21     | 22               | 23                  | 25    | 23       |
| Don't know  | 18    | 12  | 17  | 12         | 14  | 20  | 16         | 17   | 19     | 20       | 21    | 18    | 14       | 14   | 24   | 20     | 17               | 19                  | 19    | 15       |
| Next year sees the introduction of the new system of tuition fees in England. Under the new scheme, students will not have to pay tuition fees up front, but will pay them through a student loan which they will have to pay back after graduation once they are earning over £21,000 a year. Most universities will be charging fees of between £8000 and £9000 a year. |       |     |     |            |     |     |            |      |        |          |       |       |          |      |      |        |                  |                     |       |          |
| Do you support or oppose the new system of tuition fees?  |       |     |     |            | -   |     |            | -    |        | <b>-</b> |       |       | <u>-</u> | i    |      | _      |                  |                     |       |          |
| Support   | 28    | 50  | 15  | 29         | 47  | 15  | 22         | 31   | 26     | 20       | 33    | 26    | 31       | 28   | 28   | 31     | 32               | 27                  | 25    | 25       |
| Oppose  | 58    | 38  | 74  | 62         | 40  | 73  | 67         | 59   | 57     | 66       | 50    | 61    | 57       | 59   | 55   | 53     | 54               | 61                  | 62    | 58       |
| Don't know  | 14    | 12  | 11  | 9          | 13  | 12  | 12         | 11   | 17     | 14       | 17    | 13    | 12       | 12   | 17   | 16     | 14               | 12                  | 13    | 17       |

Voting intention

2010 Vote

Gender

Social grade



Fieldwork: 23rd - 24th June 2011

|  | Total     |          | Lab      | Lib<br>Dem |          | Lab      | Lib<br>Dem | Male     | Female   |          |          |           |          |          |          | London   | South    | Midlands<br>/ Wales |                 | Scotland |
|--|-----------|----------|----------|------------|----------|----------|------------|----------|----------|----------|----------|-----------|----------|----------|----------|----------|----------|---------------------|-----------------|----------|
| Weighted Sample  |           | 798      | _        |            | 866      |          | 623        | 1345     | 1422     | 335      | 706      | 946       | 780      | 1577     | 1190     | 354      | 899      | 592                 | 681             | 241      |
| Unweighted Sample  | 2767<br>% | 791<br>% | 873<br>% | 197<br>%   | 878<br>% | 708<br>% | 652<br>%   | 1313     | 1454     | 184      | 664<br>% | 1113<br>% | 806      | 1804     | 963      | 375<br>% | 918      | 548<br>%            | 679<br><b>%</b> | 247<br>% |
| Do you think tuition fees at this level will or will not lead to fewer people attending university?  | 76        | 76       | 76       | 76         | 76       | 76       | 70         | 70       | 76       | 76       | 70       | 76        | 76       | 70       | 70       | 76       | 76       | 76                  | 70              | 76       |
| Will probably lead to fewer people attending university  | 68        | 66       | 74       | 68         | 68       | 73       | 70         | 66       | 71       | 65       | 66       | 70        | 70       | 70       | 66       | 72       | 70       | 66                  | 69              | 62       |
| Will probably not lead to fewer people attending university  | 24        | 27       | 20       | 27         | 26       | 20       | 22         | 26       | 21       | 27       | 24       | 22        | 24       | 23       | 25       | 20       | 22       | 26                  | 23              | 28       |
| Don't know   | 8         | 6        | 6        | 5          | 7        | 7        | 7          | 8        | 8        | 8        | 10       | 8         | 6        | 7        | 9        | 8        | 8        | 8                   | 8               | 10       |
| At £9000 a three year university course will leave the average student at an English university with debt of £27,000, plus living costs during their time at university. However, graduates can normally expect higher salaries over the rest of their working lives. Thinking about the cost of university and graduates' earnings, which of the following best reflects your view? |           |          |          |            |          |          |            |          |          |          |          |           |          |          |          |          |          |                     |                 |          |
| Most graduates will still end up better off in the long term, as their increased earnings will outweigh the cost of goin   | 37        | 57       | 28       | 39         | 53       | 26       | 31         | 39       | 35       | 33       | 38       | 35        | 40       | 37       | 36       | 35       | 42       | 32                  | 35              | 36       |
| Most graduates will end up worse off in the long term, as their increased earnings will be outweighed by the   | 46        | 30       | 54       | 50         | 33       | 55       | 53         | 45       | 47       | 52       | 44       | 48        | 42       | 47       | 44       | 46       | 42       | 50                  | 48              | 44       |
| cost of goi<br>Not sure  | 17        | 13       | 18       | 11         | 14       | 19       | 17         | 16       | 19       | 15       | 18       | 17        | 19       | 16       | 20       | 19       | 16       | 18                  | 16              | 20       |
| Do you believe the coalition should or should not<br>encourage more private universities to compete<br>with state-funded universities?   |           |          |          |            |          |          |            |          |          |          |          |           |          |          |          |          |          |                     |                 |          |
| Should   | 30        | 46       | 21       | 27         | 43       | 20       | 26         | 37       | 24       | 26       | 30       | 32        | 30       | 31       | 30       | 31       | 35       | 29                  | 28              | 22       |
| Should not<br>Don't know   | 32<br>37  | 17<br>36 | 49<br>30 | 36<br>37   | 18<br>39 | 49<br>31 | 38<br>36   | 35<br>28 | 30<br>46 | 32<br>42 | 26<br>44 | 32<br>35  | 39<br>32 | 34<br>35 | 30<br>41 | 32<br>37 | 27<br>38 | 35<br>36            | 35<br>37        | 36<br>42 |
| Did you apply for tickets for the London 2012 Olympics?  |           |          |          |            |          |          |            |          |          |          |          |           |          |          |          |          |          |                     |                 |          |
| Yes, I did<br>No, I did not  | 12<br>88  | 14<br>86 | 13<br>87 | 14<br>86   | 13<br>87 | 12<br>88 | 13<br>87   | 14<br>86 | 10<br>90 | 17<br>83 | 19<br>81 | 11<br>89  | 6<br>94  | 16<br>84 | 7<br>93  | 22<br>78 | 15<br>85 | 11<br>89            | 6<br>94         | 5<br>95  |

Voting intention

2010 Vote

Gender

Age

Social grade



Fieldwork: 23rd - 24th June 2011

|   | Total   | Con             | Lab         | Lib<br>Dem     | Con       | Lab       | Lib<br>Dem  | Male            | Female         | 18-24     | 25-39           | 40-59          | 60+       | ABC1           | C2DE           | London          | Rest of<br>South | Midlands<br>/ Wales | North           | Scotland        |
|---|---------|-----------------|-------------|----------------|-----------|-----------|-------------|-----------------|----------------|-----------|-----------------|----------------|-----------|----------------|----------------|-----------------|------------------|---------------------|-----------------|-----------------|
| Weighted Sample   | 2767    | 798             | 943         | 188            | 866       | 750       | 623         | 1345            | 1422           | 335       | 706             | 946            | 780       | 1577           | 1190           | 354             | 899              | 592                 | 681             | 241             |
| Unweighted Sample   |         | 791             | 873         | 197            | 878       | 708       | 652         | 1313            | 1454           | 184       | 664             | 1113           | 806       | 1804           | 963            | 375             | 918              | 548                 | 679             | 247             |
|   | %       | %               | %           | %              | %         | %         | %           | %               | %              | %         | %               | %              | %         | %              | %              | %               | %                | %                   | %               | %               |
| How happy or unhappy are you with the tickets you ended up receiving from the ballot?                                     |         |                 |             |                |           |           |             |                 |                |           |                 |                |           |                |                |                 |                  |                     |                 |                 |
| [Only those who applied for tickets base=336]   |         |                 |             |                | -         |           |             | -               |                |           |                 |                |           |                |                | -               |                  |                     |                 |                 |
| Very happy  | 7       | 10              | 6           | 7              | 7         | 5         | 8           | 5               | 9              | 0         | 8               | 7              | 12        | 7              | 7              | 6               | 5                | 10                  | 9               | 6               |
| Fairly happy  | 14      | 13              | 11          | 16             | 15        | 16        | 7           | 17              | 9              | 18        | 20              | 7              | 4         | 16             | 5              | 20              | 7                | 17                  | 17              | 19              |
| TOTAL HAPPY   | 21      | 23              | 17          | 23             | 22        | 21        | 15          | 22              | 18             | 18        | 28              | 14             | 16        | 23             | 12             | 26              | 12               | 27                  | 26              | 25              |
| Fairly unhappy  | 15      | 14              | 14          | 11             | 14        | 14        | 17          | 14              | 16             | 14        | 16              | 15             | 12        | 15             | 13             | 9               | 15               | 19                  | 20              | 10              |
| Very unhappy  | 61      | 61<br><b>75</b> | 63          | 56             | 63        | 63        | 60          | 61<br><b>75</b> | 61             | 59        | 55<br><b>71</b> | 68             | 66        | 57             | 74             | 63<br><b>72</b> | 70<br><b>85</b>  | 46<br><b>65</b>     | 52<br><b>72</b> | 58              |
| TOTAL UNHAPPY   | 76<br>4 | <b>75</b>       | <b>77</b>   | 67             | <b>77</b> | <b>77</b> | <b>77</b>   | <b>75</b>       | <b>77</b><br>5 | <b>73</b> | 1               | <b>83</b>      | <b>78</b> | <b>72</b><br>4 | <b>87</b><br>1 | /2<br>  1       | <b>85</b>        | <b>65</b><br>7      | 2               | <b>68</b><br>7  |
| Don't know  | 4       |                 | О           | 10             | I         | 3         | ŏ           | 3               | 5              | l a       | 1               | 3              | О         | 4              | 1              | 1               | 3                | 1                   | 2               | 1               |
| Which, if any, of the following apply to you (please tick all that apply)? [Only those who applied for tickets base=336]  |         | 1               |             |                | 1         |           |             | 1               |                |           |                 |                |           |                |                |                 |                  |                     |                 |                 |
| I got less than 10% of the tickets I applied for<br>I got tickets for events I didn't really want                         | 8<br>7  | 12<br>9         | 5<br>8      | 8<br>4         | 8<br>6    | 8<br>8    | 9<br>5      | 8<br>7          | 8<br>7         | 7<br>10   | 11<br>11        | 8<br>2         | 3<br>5    | 9<br>8         | 6<br>5         | 4<br>8          | 7<br>3           | 15<br>13            | 12<br>12        | 0<br>0          |
| I did not get enough tickets for the whole group I intended to go with to come  | 2       | 0               | 3           | 0              | 1         | 2         | 0           | 1               | 3              | 0         | 4               | 1              | 1         | 2              | 3              | 0               | 2                | 4                   | 2               | 0               |
| I got tickets for events that clashed with each other   | 1       | 0               | 1           | 1              | 0         | 1         | 0           | 0               | 1              | 2         | 0               | 0              | 0         | 1              | 0              | 0               | 1                | 0                   | 0               | 0               |
| I did not get any tickets at all  | 68      | 62              | 72          | 74             | 66        | 70        | 72          | 68              | 69             | 72        | 60              | 74             | 74        | 65             | 79             | 67              | 77               | 56                  | 58              | 75              |
| None of these   | 16      | 21              | 13          | 16             | 21        | 12        | 15          | 17              | 15             | 13        | 18              | 15             | 17        | 18             | 9              | 21              | 10               | 20                  | 19              | 25              |
| Don't know  | 1       | 1               | 1           | 0              | 1         | 1         | 0           | 0               | 2              | 0         | 1               | 2              | 0         | 1              | 0              | 0               | 1                | 0                   | 2               | 0               |
| Do you intend to sell any of the tickets you have recieved?   |         |                 |             |                |           |           |             |                 |                |           |                 |                |           |                |                |                 |                  |                     |                 |                 |
| [Only those who received tickets base=107]  |         | _               |             |                |           |           |             | _               |                | =,        |                 |                |           |                |                | _               |                  |                     |                 |                 |
| Yes, definitely   | 6       | 3               | 11          | 16             | 0         | 10        | 8           | 6               | 6              | 0         | 8               | 3              | 18        | 3              | 24             | 7               | 0                | 15                  | 4               | 0               |
| Yes, probably   | 8       | 0               | 17          | 0              | 1         | 13        | 3           | 10              | 4              | 11        | 11              | 3              | 2         | 7              | 11             | 4               | 14               | 9                   | 0               | 0               |
| YES   | 14      | 3               | 28          | 16             | 1         | 23        | 11          | 16              | 10             | 11        | 19              | 6              | 20        | 10             | 35             | 11              | 14               | 24                  | 4               | 0               |
| No, probably not  | 17      | 21              | 12          | 0              | 22        | 11        | 16          | 16              | 18             | 10        | 20              | 14             | 14        | 19             | 6              | 14              | 9                | 12                  | 36              | 64              |
| No, definitely not  | 65      | 73              | 55          | 84             | 74        | 59        | 67          | 67              | 63             | 69        | 59              | 73             | 66        | 66             | 60             | 65              | 70               | 65                  | 60              | 36              |
| NO<br>Don't know  | 82<br>4 | <b>94</b>       | <b>67</b> 5 | <b>84</b><br>0 | <b>96</b> | <b>70</b> | <b>83</b> 7 | <b>83</b>       | <b>81</b><br>9 | <b>79</b> | <b>79</b>       | <b>87</b><br>8 | <b>80</b> | <b>85</b><br>5 | <b>66</b>      | <b>79</b><br>10 | <b>79</b>        | <b>77</b><br>0      | <b>96</b>       | <b>100</b><br>0 |
| Don't know  | 7       | 1 5             | 3           | U              | , ,       | U         | ,           | '               | 3              | 1 10      | _               | U              | U         |                | U              | 1 10            | U                | U                   | J               | U               |
| Would you be willing to buy tickets at above face value if they became available from people you knew or on the internet? |         |                 |             |                | -         |           |             | •               |                |           |                 |                |           |                |                |                 |                  |                     |                 |                 |
| Would   | 8       | 11              | 8           | 8              | 8         | 7         | 6           | 10              | 6              | 14        | 14              | 6              | 2         | 9              | 6              | 12              | 9                | 8                   | 5               | 3               |
| Would not   | 84      | 83              | 84          | 87             | 85        | 85        | 86          | 82              | 86             | 72        | 74              | 87             | 95        | 83             | 85             | 74              | 83               | 83                  | 90              | 90              |
| Not sure  | 8       | 6               | 8           | 5              | 7         | 8         | 7           | 9               | 8              | 14        | 12              | 7              | 3         | 8              | 8              | 13              | 8                | 9                   | 5               | 7               |

Voting intention

2010 Vote

Gender

Age

Social grade



| Fieldwork: | 23rd - 24th | June 2011 |
|------------|-------------|-----------|
|            |             |           |

| Fieldwork: 23rd - 24th June 2011  |                | Voti            | ng inte         | ntion           | 20              | 010 V           | nte             | Go              | nder           |                 | Ag              | ne er           |                 | Social          | arade           |                 |                  | Region              |                 | ]               |
|---|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|---------------------|-----------------|-----------------|
|   |                | VOIII           | .gc             |                 |                 | 1.0 40          |                 | 36              | iidei          |                 | <u> </u>        | رو<br>ا         |                 | Jocial          | grauc           |                 | 5                |                     |                 |                 |
|   | Total          | Con             | Lab             | Lib<br>Dem      | Con             | Lab             | Lib<br>Dem      | Male            | Female         | 18-24           | 25-39           | 40-59           | 60+             | ABC1            | C2DE            | London          | Rest of<br>South | Midlands<br>/ Wales | North           | Scotland        |
| Weighted Sample   | 2767           | 798             | 943             | 188             | 866             | 750             | 623             | 1345            | 1422           | 335             | 706             | 946             | 780             | 1577            | 1190            | 354             | 899              | 592                 | 681             | 241             |
| Unweighted Sample   | 2767           | 791             | 873             | 197             | 878             | 708             | 652             | 1313            | 1454           | 184             | 664             | 1113            | 806             | 1804            | 963             | 375             | 918              | 548                 | 679             | 247             |
|   | %              | %               | %               | %               | %               | %               | %               | %               | %              | %               | %               | %               | %               | %               | %               | %               | %                | %                   | %               | %               |
| How fair or unfair do you think the method of allocating the tickets for the London Olympics has been?  |                |                 |                 |                 |                 |                 |                 |                 |                |                 |                 |                 |                 |                 |                 |                 |                  |                     |                 |                 |
| Very fair   | 3              | 4               | 2               | 2               | 3               | 2               | 3               | 4               | 2              | 3               | 5               | 2               | 2               | 3               | 2               | 4               | 3                | 3                   | 2               | 2               |
| Quite fair  | 15             | 17              | 15              | 25              | 16              | 16              | 15              | 17              | 13             | 17              | 16              | 14              | 14              | 18              | 11              | 18              | 14               | 15                  | 14              | 15              |
| TOTAL FAIR  | 18             | 21              | 17              | 27              | 19              | 18              | 18              | 21              | 15             | 20              | 21              | 16              | 16              | 21              | 13              | 22              | 17               | 18                  | 16              | 17              |
| Quite unfair  | 25             | 28              | 26              | 28              | 26              | 27              | 23              | 24              | 25             | 21              | 27              | 24              | 24              | 24              | 25              | 22              | 25               | 26                  | 25              | 21              |
| Very unfair   | 31<br>56       | 30<br><b>58</b> | 31<br><b>57</b> | 21<br><b>49</b> | 32<br><b>58</b> | 32<br><b>59</b> | 28<br><b>51</b> | 32<br><b>56</b> | 30             | 23<br><b>44</b> | 26<br><b>53</b> | 33<br><b>57</b> | 36<br><b>60</b> | 29<br><b>53</b> | 33<br><b>58</b> | 35<br><b>57</b> | 31<br><b>56</b>  | 29<br><b>55</b>     | 29<br><b>54</b> | 33<br><b>54</b> |
| TOTAL UNFAIR  Don't know  | 27             | 22              | 25              | 24              | 23              | 23              | 31              | 24              | <b>55</b> 29   | 37              | 25              | 26              | 24              | 25              | 29              | 21              | 26               | 28                  | 29              | <b>34</b><br>29 |
| Don't know  | 21             | 22              | 23              | 24              | 23              | 23              | 31              | 24              | 25             | 31              | 23              | 20              | 24              | 23              | 29              | 21              | 20               | 20                  | 23              | 29              |
| Do you think it would have been better to allocate tickets on a first-come-first-served bias, or was it right to allocate them using a ballot?  |                |                 |                 |                 | •               |                 |                 |                 |                |                 |                 |                 |                 |                 |                 |                 |                  |                     |                 |                 |
| Right to use a ballot system  | 30             | 34              | 30              | 44              | 32              | 27              | 36              | 35              | 26             | 36              | 37              | 28              | 25              | 35              | 25              | 37              | 32               | 30                  | 28              | 23              |
| Would have been better to allocate them on a first-   | 44             | 45              | 45              | 33              | 46              | 48              | 39              | 43              | 46             | 38              | 40              | 45              | 49              | 42              | 48              | 39              | 44               | 46                  | 44              | 49              |
| come-first-served basis<br>Not sure   | 25             | 21              | 25              | 23              | 21              | 25              | 25              | 22              | 29             | 26              | 23              | 27              | 25              | 24              | 28              | 24              | 24               | 24                  | 28              | 28              |
| Not suite   | 23             | 21              | 23              | 23              | 21              | 23              | 23              |                 | 29             | 20              | 23              | 21              | 23              | 24              | 20              | 24              | 24               | 24                  | 20              | 20              |
| There is now due to be a second ballot for tickets that remain unsold. The second ballot will only be open to people who originally applied for tickets but did not receive any. Do you think this is right or wrong?  Right - the second ballot should be reserved for those | 47             | 50              | 47              | 51              | 51              | 45              | 51              | <b> </b> 45     | 50             | 41              | 47              | 46              | 51              | 49              | 45              | 46              | 49               | 49                  | 47              | 36              |
| who applied but did not get tickets   |                |                 |                 |                 |                 |                 |                 |                 |                |                 |                 |                 |                 |                 | -               | -               |                  |                     |                 |                 |
| Wrong - the second ballot should be open to all<br>Not sure   | 38<br>14       | 38<br>12        | 40<br>12        | 35<br>13        | 38<br>11        | 39<br>15        | 36<br>13        | 41<br>14        | 36<br>14       | 39<br>20        | 39<br>14        | 39<br>15        | 38<br>12        | 38<br>13        | 39<br>17        | 37<br>17        | 38<br>13         | 37<br>14            | 38<br>14        | 46<br>18        |
| Which, if any, of the following do you think should have had tickets set aside for them?  |                |                 |                 |                 |                 |                 |                 |                 |                |                 |                 |                 |                 |                 |                 |                 |                  |                     |                 |                 |
| Companies sponsoring and funding the games  |                |                 |                 |                 |                 |                 |                 |                 |                |                 |                 |                 |                 |                 |                 |                 |                  |                     |                 |                 |
| Should have had tickets set aside for them Should not have had tickets set aside for them Not sure People working for the Olympic organisers  | 57<br>31<br>11 | 65<br>28<br>7   | 54<br>35<br>11  | 55<br>35<br>10  | 65<br>27<br>8   | 55<br>35<br>11  | 55<br>33<br>12  | 55<br>35<br>11  | 59<br>28<br>12 | 46<br>32<br>22  | 59<br>30<br>11  | 55<br>33<br>12  | 63<br>30<br>7   | 58<br>31<br>11  | 55<br>32<br>13  | 60<br>26<br>15  | 55<br>33<br>12   | 59<br>30<br>12      | 56<br>35<br>9   | 60<br>30<br>11  |
| Should have had tickets set aside for them Should not have had tickets set aside for them Not sure  | 47<br>40<br>13 | 48<br>43<br>9   | 50<br>39<br>11  | 50<br>39<br>11  | 47<br>43<br>10  | 51<br>36<br>12  | 45<br>42<br>13  | 47<br>42<br>11  | 48<br>38<br>14 | 50<br>30<br>21  | 54<br>34<br>12  | 44<br>43<br>13  | 45<br>46<br>9   | 48<br>40<br>12  | 47<br>40<br>14  | 46<br>36<br>18  | 45<br>43<br>13   | 50<br>36<br>14      | 51<br>40<br>9   | 44<br>43<br>12  |



| Fieldwork: 23rd - 24th June | 2011 |  |
|-----------------------------|------|--|
|-----------------------------|------|--|

| Fieldwork. 25td - 24th Julie 2011   |          | Voting intention 2010 Vote |          |            | ote     | Ge      | nder       | Age     |          |          |          | Social grade |         | Region   |          |          |                  |                     |          |          |
|---|----------|----------------------------|----------|------------|---------|---------|------------|---------|----------|----------|----------|--------------|---------|----------|----------|----------|------------------|---------------------|----------|----------|
|   | Total    | Con                        | Lab      | Lib<br>Dem | Con     | Lab     | Lib<br>Dem | Male    | Female   | 18-24    | 25-39    | 40-59        | 60+     | ABC1     | C2DE     | London   | Rest of<br>South | Midlands<br>/ Wales | North    | Scotland |
| Weighted Sample   | 2767     | 798                        | 943      | 188        | 866     | 750     | 623        | 1345    | 1422     | 335      | 706      | 946          | 780     | 1577     | 1190     | 354      | 899              | 592                 | 681      | 241      |
| Unweighted Sample   | 2767     | 791                        | 873      | 197        | 878     | 708     | 652        | 1313    | 1454     | 184      | 664      | 1113         | 806     | 1804     | 963      | 375      | 918              | 548                 | 679      | 247      |
|   | %        | %                          | %        | %          | %       | %       | %          | %       | %        | %        | %        | %            | %       | %        | %        | %        | %                | %                   | %        | %        |
| Senior British dignitaries  |          |                            |          |            | 1       |         |            |         | ,        |          |          |              | i       | •        |          | 1        |                  |                     |          |          |
| Should have had tickets set aside for them  | 26       | 33                         | 25       | 29         | 30      | 26      | 25         | 26      | 25       | 32       | 32       | 23           | 21      | 28       | 23       | 26       | 24               | 25                  | 28       | 25       |
| Should not have had tickets set aside for them  | 61       | 58                         | 63       | 63         | 60      | 63      | 62         | 62      | 61       | 41       | 55       | 65           | 71      | 61       | 62       | 57       | 63               | 62                  | 60       | 63       |
| Not sure  | 13       | 9                          | 12       | 8          | 10      | 11      | 12         | 12      | 14       | 27       | 13       | 12           | 8       | 12       | 15       | 17       | 12               | 13                  | 12       | 12       |
| Senior foreign dignitaries  |          |                            |          |            |         |         |            |         | 1        | ı        |          |              | i       | ı        | ı        | ı        |                  |                     |          |          |
| Should have had tickets set aside for them  | 21       | 24                         | 22       | 28         | 21      | 21      | 22         | 22      | 19       | 26       | 28       | 18           | 16      | 23       | 17       | 26       | 19               | 18                  | 23       | 22       |
| Should not have had tickets set aside for them  | 66       | 68                         | 66       | 65         | 69      | 67      | 66         | 65      | 67       | 45       | 60       | 70           | 77      | 65       | 68       | 58       | 69               | 69                  | 65       | 66       |
| Not sure  | 13       | 8                          | 12       | 8          | 10      | 12      | 12         | 12      | 13       | 29       | 12       | 12           | 8       | 11       | 15       | 16       | 13               | 13                  | 12       | 12       |
| Families of Olympic athletes  |          | ۱                          |          |            |         |         |            | l       |          |          |          |              |         | ٠        | 1        |          |                  |                     |          |          |
| Should have had tickets set aside for them  | 81       | 84                         | 82       | 87         | 85      | 81      | 82         | 78      | 84       | 77       | 79       | 80           | 85      | 82       | 79       | 80       | 79               | 84                  | 82       | 79       |
| Should not have had tickets set aside for them  | 10       | 10                         | 11       | 8          | 9       | 12<br>7 | 9          | 13      | 8        | 5        | 11       | 12           | 10      | 10       | 10       | 9        | 12               | 8                   | 11       | 12       |
| Not sure  | 9        | 6                          | 8        | 5          | 6       | 7       | 9          | 9       | 8        | 18       | 9        | 8            | 5       | 7        | 10       | 12       | 9                | 8                   | 7        | 9        |
| Former British Olympic medalists  |          | 0.4                        | 04       | <b>5</b> 4 | ٠.,     | 04      |            | l       | 50       | l -4     | 50       |              | 00      | I 50     | 50 l     | 00       |                  | 00                  |          | 40       |
| Should have had tickets set aside for them  | 58       | 64                         | 61       | 54         | 64      | 61      | 53         | 57      | 59       | 51       | 56       | 58           | 63      | 59       | 56       | 60       | 57               | 63                  | 57       | 49       |
| Should not have had tickets set aside for them  | 29       | 27                         | 28       | 34         | 27      | 26      | 33         | 31      | 27<br>14 | 29       | 30<br>14 | 29           | 28      | 29       | 28       | 26       | 29<br>14         | 24                  | 32<br>11 | 35       |
| Not sure  | 13       | 9                          | 11       | 12         | 9       | 13      | 14         | 12      | 14       | 20       | 14       | 13           | 9       | 12       | 15       | 14       | 14               | 13                  | 11       | 16       |
| And thinking about the most popular events, like the opening ceremony and the 100m final, do you think some tickets should have been set aside for dignitaries in these events, or should all tickets to these events have been sold to the public? |          |                            |          |            |         |         |            |         |          |          |          |              |         |          |          |          |                  |                     |          |          |
| Some tickets should have been set aside for these events  | 29       | 35                         | 28       | 33         | 31      | 29      | 29         | 28      | 29       | 25       | 33       | 27           | 27      | 30       | 27       | 31       | 27               | 31                  | 28       | 28       |
| All tickets should have been sold for these events  Not sure  | 60<br>11 | 58<br>8                    | 62<br>10 | 59<br>8    | 60<br>8 | 62<br>9 | 60<br>11   | 63<br>9 | 58<br>13 | 51<br>24 | 55<br>12 | 63<br>10     | 66<br>6 | 60<br>10 | 60<br>13 | 59<br>11 | 62<br>11         | 57<br>12            | 62<br>11 | 61<br>11 |



## **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.

|                                | Unweighted no. | Weighted n |
|--------------------------------|----------------|------------|
| Age and Gender                 |                |            |
| Male 18 to 24                  | 80             | 172        |
| Male 25 to 39                  | 285            | 354        |
| Male 40 to 59                  | 514            | 468        |
| Male 60 +                      | 434            | 351        |
| Female 18 to 24                | 104            | 163        |
| Female 25 to 39                | 379            | 351        |
| Female 40 to 59                | 599            | 479        |
| Female 60 +                    | 372            | 429        |
| Region                         |                |            |
| North England                  | 679            | 681        |
| Midlands                       | 405            | 454        |
| East England                   | 272            | 266        |
| London                         | 375            | 354        |
| South England                  | 646            | 634        |
| Wales                          | 143            | 138        |
| Scotland                       | 247            | 241        |
| Social Grade                   |                |            |
| AB                             | 1028           | 775        |
| C1                             | 776            | 802        |
| C2                             | 469            | 581        |
| DE                             | 494            | 609        |
| Newspaper Type                 |                |            |
| Express / Mail                 | 628            | 415        |
| Sun / Star                     | 339            | 595        |
| Mirror / Record                | 213            | 429        |
| Guardian / Independent         | 165            | 83         |
| FT / Times / Telegraph         | 248            | 235        |
| Other Paper                    | 348            | 318        |
| No Paper                       | 826            | 692        |
| Political Party Identification |                |            |
| Labour                         | 849            | 899        |
| Conservative                   |                | 789        |
| Liberal Democrat               |                | 332        |
| Others                         |                | 83         |
| None/ DK                       |                | 664        |
|                                | <del>-</del>   |            |

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