

YouGov / The Sunday Times Survey Results

Sample Size: 2023 GB Adults
Fieldwork: 15th - 16th July 2010

	Voting intention			Gender		Age				Social grade		Region				
Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample 2023	659	607	247	984	1039	243	515	693	572	1137	856	261	662	430	495	176
Unweighted Sample 2023	647	582	253	937	1086	137	509	771	606	1309	684	290	635	408	475	215
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	40	100	0	0	36	45	36	38	33	52	45	33	43	51	37	34	17
Lab	37	0	100	0	39	35	31	38	46	29	33	43	34	26	37	48	55
Lib Dem	15	0	0	100	16	14	29	17	14	11	16	15	15	17	17	12	14
Other	7	0	0	0	9	6	4	7	7	9	6	9	7	6	9	6	15

Other Parties Voting Intention

SNP / PCY	2	0	0	0	2	1	1	2	1	2	2	1	0	0	3	0	14
UKIP	2	0	0	0	2	2	0	0	3	4	2	3	1	2	2	3	0
BNP	2	0	0	0	3	1	3	1	2	1	1	3	4	1	3	1	1
Green	1	0	0	0	1	2	0	2	1	1	1	2	1	2	0	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	1	0

Non Voters

Would Not Vote	7	0	0	0	7	7	13	9	7	4	5	11	6	6	8	8	11
Don't know	12	0	0	0	10	14	14	15	11	9	11	13	15	11	9	14	12

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

	14-15 July	15-16 July																
Approve	42	42	87	8	51	41	43	36	40	35	54	46	36	42	51	40	37	25
Disapprove	37	37	3	78	21	40	34	37	34	45	29	34	41	32	28	40	43	52
Don't know	21	21	10	14	28	19	23	27	25	19	17	20	23	25	21	20	20	24

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
	08-09 July	15-16 July																	
Do you think that David Cameron is doing well or badly as Prime Minister?																			
	Very well	15	16	43	1	8	15	17	8	13	12	26	17	13	18	20	15	13	6
	Fairly well	44	42	55	19	67	40	44	45	44	38	43	44	40	42	48	44	35	34
	TOTAL WELL	59	58	98	20	75	55	61	53	57	50	69	61	53	60	68	59	48	40
	Fairly badly	16	18	0	38	10	18	18	17	17	23	12	17	19	16	13	20	20	26
	Very badly	12	13	0	34	5	18	9	14	10	17	12	11	16	14	9	13	17	21
	TOTAL BADLY	28	31	0	72	15	36	27	31	27	40	24	28	35	30	22	33	37	47
	Don't know	12	11	1	7	10	10	13	16	16	9	7	10	12	9	10	8	15	14
Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?																			
	Very well	10	10	21	1	21	10	10	9	10	8	14	11	9	12	13	10	8	5
	Fairly well	44	41	67	16	60	39	44	39	39	38	48	44	37	36	51	41	35	30
	TOTAL WELL	54	51	88	17	81	49	54	48	49	46	62	55	46	48	64	51	43	35
	Fairly badly	17	18	6	33	9	19	18	19	18	22	14	17	19	18	12	21	23	20
	Very badly	15	17	1	44	2	22	12	13	14	22	16	16	19	20	12	16	18	29
	TOTAL BADLY	32	35	7	77	11	41	30	32	32	44	30	33	38	38	24	37	41	49
	Don't know	14	13	5	7	8	11	16	21	20	10	9	12	16	14	12	11	16	16
Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly?																			
	Very well	12	13	30	1	18	12	14	11	10	11	18	14	12	14	17	12	10	7
	Fairly well	48	47	65	26	65	45	50	41	47	45	54	51	43	45	55	48	42	37
	TOTAL WELL	60	60	95	27	83	57	64	52	57	56	72	65	55	59	72	60	52	44
	Fairly badly	17	17	1	37	9	18	17	16	18	21	13	17	19	22	12	20	18	25
	Very badly	11	12	1	31	4	16	9	15	9	15	11	10	16	9	8	12	17	19
	TOTAL BADLY	28	29	2	68	13	34	26	31	27	36	24	27	35	31	20	32	35	44
	Don't know	12	10	3	6	3	9	11	16	16	8	4	9	11	10	8	9	13	11
Do you think this coalition government will be good or bad for people like you?																			
	Very good	8	7	17	1	11	7	8	6	5	5	13	8	7	8	8	8	6	4
	Fairly good	28	28	57	7	39	28	28	27	30	22	34	32	22	30	36	25	23	18
	TOTAL GOOD	36	35	74	8	50	35	36	33	35	27	47	40	29	38	44	33	29	22
	Fairly bad	19	19	6	32	14	19	19	18	19	23	16	18	21	19	15	22	21	22
	Very bad	20	20	1	50	7	24	16	14	16	28	16	17	23	16	13	21	25	34
	TOTAL BAD	39	39	7	82	21	43	35	32	35	51	32	35	44	35	28	43	46	56
	Won't make much difference either way	15	15	12	7	17	13	17	14	15	15	16	15	15	17	16	14	13	15
	Don't know	9	11	7	4	12	9	12	21	16	7	5	9	12	9	11	10	12	7

	Voting intention			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2023	659	607	247	984	1039	243	515	693	572	1137	856	261	662	430	495	176
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Very well	9	9	23	1	8	9	9	7	8	8	12	10	8	12	10	9	8	5
Fairly well	40	39	68	12	57	37	41	36	39	33	47	41	36	37	48	39	33	25
TOTAL WELL	49	48	91	13	65	46	50	43	47	41	59	51	44	49	58	48	41	30
Fairly badly	19	20	3	39	10	19	20	16	19	25	16	19	20	21	15	20	23	25
Very badly	14	15	0	38	6	19	11	14	12	19	12	12	18	13	9	15	19	25
TOTAL BADLY	33	35	3	77	16	38	31	30	31	44	28	31	38	34	24	35	42	50
Don't know	18	18	6	11	19	16	19	27	21	15	13	18	17	17	17	17	17	20

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

Very good	1	0	0	1	2	1	0	3	0	0	0	0	1	0	0	1	0	1
Quite good	4	4	7	5	2	5	3	10	4	3	4	5	4	2	6	4	5	1
TOTAL GOOD	5	4	7	6	4	6	3	13	4	3	4	5	5	2	6	5	5	2
Neither good nor bad	14	17	15	19	20	16	17	22	17	15	17	16	18	25	19	12	15	14
Quite bad	47	46	45	51	47	45	47	34	47	47	47	48	43	39	43	49	48	54
Very bad	31	29	32	23	28	29	28	20	25	33	30	28	29	28	29	31	28	26
TOTAL BAD	78	75	77	74	75	74	75	54	72	80	77	76	72	67	72	80	76	80
Don't know	3	4	1	1	1	4	5	12	7	1	3	3	5	6	4	4	5	5

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

Get a lot better	1	1	1	1	2	1	1	3	2	0	0	0	2	0	0	2	1	1
Get a little better	10	11	16	6	14	13	9	18	17	8	7	12	10	12	11	11	10	10
TOTAL BETTER	11	12	17	7	16	14	10	21	19	8	7	12	12	12	11	13	11	11
Stay the same	27	29	37	23	30	27	30	26	32	26	31	30	26	31	29	30	24	33
Get a little worse	35	35	35	36	36	34	35	23	26	38	43	36	33	32	37	31	37	33
Get a lot worse	20	19	8	31	13	20	18	16	15	25	16	16	22	17	16	21	22	20
TOTAL WORSE	55	54	43	67	49	54	53	39	41	63	59	52	55	49	53	52	59	53
Don't know	6	6	3	3	5	6	6	15	9	3	3	5	7	9	6	4	7	4

Which of the would make the best leader of the Labour party?

David Miliband	22	17	17	27	14	21	14	21	20	16	15	19	15	22	14	19	17	21
Diane Abbott	13	10	12	8	16	11	10	9	9	12	11	10	12	11	12	9	10	8
Ed Miliband	7	7	6	12	7	8	6	7	7	7	8	7	7	9	8	6	7	6
Ed Balls	5	6	4	13	7	6	7	7	5	6	8	6	7	3	6	8	8	6
Andy Burnham	4	6	4	7	8	6	5	4	3	7	7	5	6	2	5	6	7	7
Don't know	49	53	57	33	50	47	59	53	56	52	51	53	53	52	56	52	50	52

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

And who would make the worst?

Diane Abbott	23	22	22	31	15	28	17	13	16	27	26	23	22	26	21	21	23	24
Ed Balls	18	19	29	13	25	21	17	18	17	19	21	21	17	17	21	23	17	14
David Miliband	5	5	4	4	7	6	4	5	4	4	5	5	5	4	6	3	4	4
Andy Burnham	4	4	2	9	2	5	3	7	4	3	3	4	4	4	3	3	6	4
Ed Miliband	3	2	2	3	2	2	2	2	2	2	3	2	3	4	2	2	2	2
Don't know	46	48	41	40	50	38	57	55	56	45	42	46	51	45	48	48	49	51

YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and political party identification:

	Unweighted no.	Weighted no.
Age and Gender		
Male 18 to 24	60	123
Male 25 to 39	199	260
Male 40 to 54	355	343
Male 55 +	323	258
Female 18 to 24	77	119
Female 25 to 39	310	256
Female 40 to 54	416	349
Female 55 +	283	314
Region		
North England	475	495
Midlands	291	330
East England	196	195
London	290	261
South England	439	467
Wales	117	100
Scotland	215	176
Social Grade		
AB	727	559
C1	582	578
C2	297	418
DE	387	438
Newspaper Type		
Express / Mail	490	306
Sun / Star	294	432
Mirror / Record	160	309
Guardian / Independent	121	60
FT / Times / Telegraph	219	176
Other Paper	288	234
No Paper	448	504
Political Party Identification		
Labour	620	658
Conservative	533	579
Liberal Democrat	244	241
Others	212	61
None/ DK	414	485

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