

YouGov / Sunday Times Survey Results

Sample Size: 2007 GB Adults
Fieldwork: 13th - 14th August 2009

	Voting intention			Gender		Age			Social Grade		Region					Main Summer Holiday		
	Total	Con	Lab	Lib Dem	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Britain	Abroad
Weighted Sample	2007	656	436	280	963	1044	609	695	703	1103	902	257	652	430	494	174	527	656
Unweighted Sample	2007	676	418	260	960	1047	581	622	804	1199	806	316	659	383	453	196	539	674
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	42	100	0	0	39	45	40	40	45	43	39	44	51	41	35	21	39	44
Lab	28	0	100	0	29	26	28	33	22	27	29	27	19	28	38	35	30	28
Lib Dem	18	0	0	100	19	17	22	17	16	18	18	16	20	21	15	13	17	18
Other	13	0	0	0	14	12	11	10	18	12	14	13	11	11	12	31	15	10

Other Parties Voting Intention

SNP / PCY	3	0	0	0	3	2	2	1	5	3	3	0	0	3	0	23	3	3
Green	2	0	0	0	2	2	2	2	2	2	3	3	3	1	3	1	2	2
UKIP	4	0	0	0	4	4	2	3	6	4	4	4	5	3	4	2	4	3
BNP	3	0	0	0	3	2	3	3	2	2	4	5	1	3	4	3	3	2
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
Other	1	0	0	0	1	1	1	1	2	2	1	1	1	1	1	2	2	0

Non Voters

Would Not Vote	10	0	0	0	7	12	14	9	6	7	13	10	8	12	11	5	5	10
Don't know	12	0	0	0	8	15	10	12	13	11	12	13	10	10	16	10	10	8

Do you think Gordon Brown is doing well or badly as prime minister?

Very well	2	0	9	1	2	2	2	1	3	2	2	3	2	2	2	3	2	2
Fairly well	24	5	67	26	24	24	25	27	21	24	24	24	20	24	25	38	27	27
TOTAL WELL	26	5	76	27	27	26	29	24	26	27	27	27	22	26	27	41	30	29
Fairly badly	34	32	22	45	33	34	43	31	29	33	35	35	32	36	37	25	33	36
Very badly	36	62	2	24	38	33	24	36	45	38	33	34	43	34	31	29	36	31
TOTAL BADLY	70	94	24	69	71	68	67	67	74	71	68	70	75	70	67	54	69	67
Don't know	4	1	1	5	2	6	7	4	1	3	6	4	3	4	6	5	2	4

	Voting intention			Gender		Age			Social Grade		Region					Main Summer Holiday	
Total	Con	Lab	Lib Dem	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Britain	Abroad
Weighted Sample 2007	656	436	280	963	1044	609	695	703	1103	902	257	652	430	494	174	527	656
Unweighted Sample 2007	676	418	260	960	1047	581	622	804	1199	806	316	659	383	453	196	539	674
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think David Cameron is doing well or badly as Conservative leader?

Very well	8	20	3	2	8	8	7	8	10	9	7	7	10	7	6	8	9	7
Fairly well	47	72	34	46	50	44	43	48	49	51	42	49	48	48	45	43	48	53
TOTAL WELL	55	93	37	49	59	51	50	56	58	60	49	56	58	55	51	51	57	60
Fairly badly	24	5	34	32	23	24	25	23	23	22	25	26	22	25	24	23	25	23
Very badly	11	1	20	11	12	10	11	10	12	10	13	10	10	10	12	16	11	9
TOTAL BADLY	35	6	54	43	35	34	36	33	35	32	38	36	32	35	36	39	36	32
Don't know	11	1	10	9	6	15	14	11	7	9	13	8	10	10	14	10	7	9

Do you think Nick Clegg is doing well or badly as leader of the Liberal Democrats?

Very well	4	4	2	13	5	3	2	4	5	5	3	4	6	3	4	1	5	4
Fairly well	37	46	32	59	41	32	29	37	43	40	33	37	38	37	35	34	40	36
TOTAL WELL	41	50	33	72	46	36	31	40	49	45	35	41	44	40	39	35	45	40
Fairly badly	22	21	29	14	23	22	20	21	26	22	22	25	21	22	24	21	22	24
Very badly	7	4	9	4	9	6	9	8	6	7	8	9	7	7	6	11	6	6
TOTAL BADLY	29	24	37	18	32	27	29	29	31	29	30	33	28	29	30	32	28	30
Don't know	30	26	29	10	22	37	40	31	20	26	34	26	28	32	32	33	28	30

Do you fear that you or a close member of your family will lose their job as a result of the current financial crisis?

Yes I do fear this	45	49	40	39	41	49	47	48	41	49	41	41	45	45	48	44	47	44
No I don't	29	31	34	39	37	23	35	29	24	30	28	34	31	30	24	31	28	37
Not sure	19	15	19	17	17	20	15	18	22	16	21	18	17	18	21	17	20	16
Not applicable – neither I nor any close member of my family is currently working	7	5	6	4	6	8	3	5	13	5	9	6	7	7	7	8	5	4

Who would you trust more to raise you and your family's standard of living?

Gordon Brown and Alistair Darling	22	1	77	16	25	20	21	25	21	23	21	18	17	22	26	37	25	25
David Cameron and George Osborne	33	81	2	12	34	31	32	31	34	35	29	31	41	35	25	19	33	36
Neither	38	14	17	66	38	38	36	38	39	35	41	45	36	37	39	36	36	32
Don't know	8	4	4	6	4	11	11	7	6	7	9	6	7	7	10	8	7	7

	Voting intention				Gender		Age			Social Grade		Region					Main Summer Holiday	
Total	Con	Lab	Lib Dem	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Britain	Abroad	
Weighted Sample	2007	656	436	280	963	1044	609	695	703	1103	902	257	652	430	494	174	527	656
Unweighted Sample	2007	676	418	260	960	1047	581	622	804	1199	806	316	659	383	453	196	539	674
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Governor of the Bank of England has warned of a long recession and a slow recovery.

When do you think the economy will start to grow again?

It has already started to grow	7	6	13	6	8	6	7	8	7	7	7	8	7	7	8	7	7	9
Will start to grow again by end of this year	13	11	21	17	18	9	16	13	12	13	14	15	13	12	14	12	12	17
TOTAL THIS YEAR	20	18	34	23	26	15	22	20	19	20	21	23	20	18	22	19	19	25
It will start to grow early next year (2010)	20	19	26	23	23	17	21	21	18	22	17	18	21	20	18	23	23	22
It will start to grow later next year (2010)	25	31	19	24	25	25	25	23	26	26	23	30	24	27	21	25	25	26
It will not start to grow until 2011 or later	24	25	15	22	20	27	18	25	28	22	26	19	24	25	26	23	24	18
Don't know	11	8	7	8	6	16	14	10	10	10	13	11	11	11	14	9	9	10

The Financial Services Authority has been accused of backing down on proposals to curb bonuses paid by banks even though such bonuses helped to create the financial crisis.

What is your opinion of the Financial Services Authority's handling of the issue?

Very favourable	2	1	4	1	2	2	3	2	1	2	2	4	1	2	3	1	1	3
Favourable	7	7	10	7	9	5	11	6	4	7	7	8	8	7	6	8	7	9
TOTAL FAVOURABLE	9	9	14	8	11	7	14	8	5	9	9	12	8	9	9	9	12	
Unfavourable	33	36	38	36	33	33	37	32	31	36	30	37	32	35	32	30	34	37
Very unfavourable	45	47	39	45	48	42	29	48	57	46	44	35	47	45	47	50	47	40
TOTAL UNFAVOURABLE	78	83	77	81	81	76	66	80	87	82	74	72	79	79	79	80	81	77
Don't know	13	9	10	11	7	18	20	12	7	9	18	16	12	12	13	11	11	12

	Voting intention				Gender		Age			Social Grade		Region					Main Summer Holiday	
	Total	Con	Lab	Lib Dem	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Britain	Abroad
Weighted Sample	2007	656	436	280	963	1044	609	695	703	1103	902	257	652	430	494	174	527	656
Unweighted Sample	2007	676	418	260	960	1047	581	622	804	1199	806	316	659	383	453	196	539	674
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

During Gordon Brown's summer holiday, Lord Mandelson is in charge of the government this week.

What is your opinion of an unelected peer standing in for the prime minister?

Very favourable	2	1	5	1	3	1	2	2	2	2	2	6	1	1	1	2	2	2
Favourable	14	8	30	20	18	11	15	16	11	16	12	18	10	15	15	19	14	17
TOTAL FAVOURABLE	16	8	35	21	20	12	17	18	13	18	13	24	11	16	16	21	16	20
Unfavourable	26	21	35	33	23	28	32	26	20	24	28	25	27	26	27	21	26	27
Very unfavourable	41	59	14	35	46	37	24	41	56	44	37	32	46	43	38	42	41	37
TOTAL UNFAVOURABLE	67	80	49	68	69	65	56	66	76	68	65	56	72	68	65	63	67	64
Don't know	18	12	16	12	11	23	27	16	11	14	22	20	17	16	20	16	17	17

Lord Mandelson spent part of his holiday as a guest of the Rothschild family in Corfu.

Which of the following statements come closer to your view?

As a senior publicly funded minister, Peter Mandelson should not be taking free holidays from billionaires	44	54	28	36	45	42	29	45	55	46	40	38	45	44	41	52	48	37
As long as it doesn't impact public life, Peter Mandelson should be free to take his holidays where he pleases	50	42	68	59	51	49	58	50	42	49	51	56	48	52	51	42	47	57
Don't know	7	4	4	5	4	9	13	5	3	4	9	7	7	4	8	6	5	6

	Voting intention			Gender		Age			Social Grade		Region					Main Summer Holiday	
	Total	Con	Lab	Lib Dem	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Britain
Weighted Sample 2007	656	436	280	963	1044	609	695	703	1103	902	257	652	430	494	174	527	656
Unweighted Sample 2007	676	418	260	960	1047	581	622	804	1199	806	316	659	383	453	196	539	674
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where are you taking your MAIN summer holiday this year?

Great Britain	26	27	31	26	29	24	22	30	27	27	25	23	24	29	26	34	100	0
Abroad	33	36	35	35	32	33	40	28	32	37	28	38	31	31	34	29	0	100
Not sure	4	2	5	1	5	3	5	3	3	5	4	4	4	3	4	0	0	0
Not applicable - no summer holiday taken/planned	37	35	30	38	34	40	34	40	38	34	42	34	41	36	37	34	0	0

How likely if at all would you be to take your holiday in Great Britain next year?

[All]

Very likely	24	26	23	24	23	26	14	29	29	25	24	23	26	24	24	23	54	8
Fairly likely	27	25	31	29	28	27	31	26	25	28	26	25	27	29	26	30	29	25
TOTAL LIKELY	51	51	54	53	51	52	46	54	54	53	50	48	53	53	51	53	84	33
Not very likely	22	25	23	29	24	20	26	21	20	23	21	28	20	23	22	18	8	39
Not at all likely	15	15	13	7	14	15	15	14	15	15	15	16	12	13	17	19	3	22
TOTAL NOT LIKELY	37	39	36	36	39	35	41	34	35	38	35	44	31	37	39	37	11	61
Don't know	12	10	10	11	10	13	14	11	11	10	14	9	16	11	10	10	6	6

Next Year Holiday

[Only those who are taking their main summer holiday in Britain this year]

Very Likely	54	61	47	41	47	62	35	60	61	52	58	60	63	49	50	44	54	0
Fairly Likely	29	27	32	38	33	25	41	24	27	32	25	28	24	28	35	35	29	0
TOTAL LIKELY	83	88	79	79	80	87	75	84	88	84	82	88	87	77	85	79	84	0
Not Very Likely	8	5	11	13	10	6	6	10	7	8	8	6	7	8	9	11	8	0
Not at all Likely	3	3	2	3	2	3	6	0	3	2	3	4	0	7	1	2	3	0
TOTAL NOT LIKELY	11	8	13	16	12	9	12	10	10	11	11	9	8	14	10	13	11	0
Don't know	6	4	8	5	8	4	12	6	2	5	7	3	5	9	5	8	6	0

	Voting intention			Gender		Age			Social Grade		Region					Main Summer Holiday	
Total	Con	Lab	Lib Dem	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Britain	Abroad
Weighted Sample 2007	656	436	280	963	1044	609	695	703	1103	902	257	652	430	494	174	527	656
Unweighted Sample 2007	676	418	260	960	1047	581	622	804	1199	806	316	659	383	453	196	539	674
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[All]

How would you rate Great Britain in general as a holiday destination, in terms of the following attributes?

The weather

Excellent	1	1	2	1	1	1	1	0	1	1	2	1	1	1	1	1	1
Good	8	7	10	10	9	8	9	8	8	9	8	11	6	8	6	13	5
TOTAL EXCELLENT / GOOD	9	8	12	11	11	8	11	10	8	9	10	9	12	7	9	7	14
Fair	36	40	39	29	37	36	29	37	42	38	34	38	41	34	33	33	49
Poor	32	33	30	34	33	32	36	31	31	31	34	34	27	34	36	35	25
Terrible	21	20	18	24	19	23	23	22	18	22	20	18	19	25	21	25	12
TOTAL POOR / TERRIBLE	53	53	48	59	51	55	59	53	49	53	54	51	46	58	57	59	37
Not sure	1	0	1	1	1	1	2	1	1	2	2	1	1	2	1	1	1

The quality of service

Excellent	5	3	7	5	4	5	6	4	4	4	5	4	4	4	7	4	6
Good	32	32	34	35	28	35	32	33	30	30	34	29	30	35	33	30	45
TOTAL EXCELLENT / GOOD	37	34	41	40	32	40	38	37	34	33	40	33	34	39	40	34	52
Fair	38	40	39	35	39	38	38	39	38	39	37	42	39	37	36	38	36
Poor	18	18	16	20	20	16	17	16	21	20	16	15	20	18	16	20	10
Terrible	6	6	4	5	8	5	5	7	7	6	6	9	6	5	6	8	2
TOTAL POOR / TERRIBLE	24	25	20	25	28	21	22	23	27	26	22	24	26	23	22	27	12
Not sure	1	1	0	1	1	2	3	1	1	2	2	2	1	2	2	1	0

Value for money

Excellent	5	4	6	4	5	4	4	4	5	4	5	4	4	4	6	5	8
Good	21	19	26	20	18	24	22	20	21	20	23	19	19	25	22	19	36
TOTAL EXCELLENT / GOOD	26	23	32	24	23	28	26	25	26	23	28	22	23	29	27	24	44
Fair	33	34	34	33	33	34	34	34	32	35	32	35	34	34	32	31	32
Poor	27	31	22	28	29	24	26	27	27	29	24	27	28	25	25	28	17
Terrible	13	12	12	14	15	12	12	14	14	13	14	13	14	11	14	16	7
TOTAL POOR / TERRIBLE	40	43	34	42	44	36	38	40	41	41	38	40	42	36	39	44	24
Not sure	2	1	0	1	1	2	2	1	1	2	2	2	2	2	2	1	1

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	74	120
Male 25 to 39	262	261
Male 40 to 54	216	262
Male 55 +	408	321
Female 18 to 24	102	120
Female 25 to 39	318	261
Female 40 to 54	231	281
Female 55 +	396	382
Region		
London	316	257
Rest of South	659	652
Midlands and Wales	383	430
North	453	494
Scotland	196	174
Social Grade		
ABC1	1199	1103
C2DE	806	902
Newspaper Type		
Express / Mail	477	321
Sun / Star	344	442
Mirror / Record	201	321
Guardian / Independent	122	80
FT / Times / Telegraph	206	190
Other Paper	263	251
No Paper	394	402
Political Party Identification		
Lab	656	643
Con	520	522
Lib Dem	192	241
Others	97	60
None	470	491
Don't know	72	50