

# YouGov / Daily Telegraph Survey Results

Sample Size: 4004

Fieldwork: 26th - 29th November 2007

	Currvote			Gender		Age			Social Grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>All GB Adults</b>	<b>4004</b>	1365	1023	430	1920	2084	1198	1385	1421	2161	1839	505	1289	859	993	358
Unweighted Sample	4004	1459	997	401	1891	2113	1096	1250	1658	2441	1559	583	1286	888	923	324
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

[excluding Don't Knows and Wouldn't Votes]

Con	<b>43</b>	100	0	0	41	45	40	40	49	47	38	45	54	47	36	18
Lab	<b>32</b>	0	100	0	33	31	34	37	26	29	37	33	24	31	44	36
Lib Dem	<b>14</b>	0	0	100	14	13	18	12	12	14	13	15	16	14	12	9
Other	<b>11</b>	0	0	0	12	10	8	11	13	9	13	8	8	9	8	36

## Other Parties Voting Intention

[excluding Don't Knows and Wouldn't Votes]

SNP / PCY	<b>4</b>	0	0	0	4	3	3	3	4	3	5	0	0	2	0	32
Green	<b>2</b>	0	0	0	2	2	3	2	1	3	2	3	3	1	1	2
UKIP	<b>2</b>	0	0	0	3	2	0	2	4	2	3	2	3	3	3	0
BNP	<b>2</b>	0	0	0	3	2	2	2	3	1	4	1	2	2	3	2
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Other	<b>1</b>	0	0	0	0	1	0	1	1	1	1	1	0	1	1	1

## Non Voters

Would Not Vote	<b>8</b>	0	0	0	6	10	12	6	6	6	10	6	9	8	9	5
Don't know	<b>13</b>	0	0	0	10	16	14	14	12	12	15	13	13	12	17	8

Note: This tables shows the combined voting intention figures from two surveys conducted for the Daily Telegraph. The main survey was conducted from 26 to 28 November; a second survey, which covered voting intention and questions covering public perceptions of party sleaze, was conducted from 27 to 29 November. The voting intention figures from the two surveys were very similar - both showed an 11 point Conservative lead.

## 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.
<b>Age and Gender</b>		
Male 18 to 24	166	221
Male 25 to 39	470	559
Male 40 to 54	450	496
Male 55 +	805	644
Female 18 to 24	197	220
Female 25 to 39	649	586
Female 40 to 54	414	501
Female 55 +	853	777
<b>Region</b>		
London	849	774
Rest of South	881	885
Midlands and Wales	942	917
North	984	1047
Scotland	348	380
<b>Social Grade</b>		
ABC1	2441	2161
C2DE	1559	1839
<b>Newspaper Type</b>		
Express / Mail	1038	640
Sun / Star	608	881
Mirror / Record	410	639
Guardian / Independent	256	160
FT / Times / Telegraph	403	379
Other Paper	483	499
No Paper	800	800
<b>Political Party Identification</b>		
Lab	1345	1321
Con	1066	1001
Lib Dem	360	439
Others	162	120
None	953	1022
Don't know	118	101