

YouGov / Daily Telegraph Survey Results

Sample Size: 2054 GB Adults
Fieldwork: 28th - 29th January 2010

	Voting intention			Gender		Age			Social grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2054	630	507	304	984	1070	587	748	718	1129	924	264	668	439	505	179
Unweighted Sample	2054	670	489	287	973	1081	413	777	863	1261	792	278	676	409	476	215
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Conservative	38	100	0	0	35	42	34	35	45	39	37	35	47	42	33	20
Labour	31	0	100	0	33	29	33	33	27	31	31	31	23	29	40	39
Liberal Democrat	19	0	0	100	19	18	23	19	15	20	17	26	20	16	17	11
Other	12	0	0	0	14	11	11	12	13	10	15	9	11	13	9	29

Other Parties Voting Intention

UKIP	3	0	0	0	4	3	1	4	4	2	4	3	4	4	3	0
SNP / PCY	3	0	0	0	3	3	2	3	4	2	3	0	0	3	1	22
BNP	3	0	0	0	4	1	3	3	3	2	4	2	3	3	3	1
Green	3	0	0	0	2	3	5	3	1	3	2	3	3	3	2	3
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	1	1	1	1	1	1	1	1	1	0	1	4

Non Voters

Would Not Vote	7	0	0	0	7	8	14	6	4	5	10	9	6	8	9	7
Don't know	13	0	0	0	8	17	15	12	11	11	15	12	14	14	11	10

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

Approve	20	2	62	17	24	16	19	22	19	23	17	23	16	19	23	27
Disapprove	64	94	17	71	64	64	55	65	71	64	65	61	70	64	63	51
Don't know	16	5	22	12	12	20	26	14	10	14	18	16	15	18	14	22

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

Approve	20	2	62	17	24	16	19	22	19	23	17	23	16	19	23	27
Disapprove	64	94	17	71	64	64	55	65	71	64	65	61	70	64	63	51
Don't know	16	5	22	12	12	20	26	14	10	14	18	16	15	18	14	22

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

Which of these would make the best Prime Minister?

David Cameron	33	87	4	10	33	32	28	30	40	36	28	31	41	33	27	19
Gordon Brown	23	0	77	10	27	20	20	25	23	24	22	23	18	19	28	38
Nick Clegg	11	3	2	50	13	10	13	11	11	11	12	17	11	10	11	7
Don't know	33	10	18	30	27	38	39	34	26	29	38	29	30	37	34	36

Are you satisfied or dissatisfied with Gordon Brown as Prime Minister?

Satisfied	25	1	69	22	26	23	23	26	24	25	24	26	20	22	26	40
Dissatisfied	64	96	22	64	66	63	57	64	71	65	63	60	71	65	64	47
Don't know	11	2	10	15	8	14	20	10	6	9	13	14	9	13	10	13

Do you think that David Cameron is or is not proving a good leader of the Conservative Party?

Is proving a good leader	47	85	29	35	47	46	45	44	51	50	42	40	52	48	44	40
Is not proving a good leader	33	8	57	48	39	28	33	35	32	33	34	41	30	28	37	37
Don't know	20	8	14	17	14	26	23	21	17	17	24	19	18	23	19	23

If you had to choose, which would you prefer to see after the next election, a Conservative government led by David Cameron or a Labour government led by Gordon Brown?

Conservative government led by David Cameron	44	98	3	33	45	44	37	43	52	48	41	42	55	45	39	24
Labour government led by Gordon Brown	37	0	94	41	40	34	37	39	34	38	36	38	28	33	45	53
Don't know	19	2	3	25	16	22	26	18	14	15	24	20	17	22	17	22

Which party do you think is more likely to run Britain's economy well - the Conservatives or the Labour Party?

Conservative	34	88	3	15	34	34	27	32	40	37	30	30	41	37	29	17
Labour	26	0	80	20	30	23	27	28	24	28	25	31	19	24	32	37
Neither	32	9	15	57	30	33	32	33	30	29	35	28	33	32	30	37
Don't know	9	3	3	8	6	11	14	6	6	7	11	11	8	8	9	9

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

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

Get a lot better	2	2	3	1	2	2	3	2	1	2	2	3	2	2	2	1
Get a little better	21	19	32	17	23	19	31	21	13	22	21	25	20	20	19	28
TOTAL GET BETTER	23	21	35	18	25	21	34	23	15	24	22	28	22	22	21	29
Stay the same	41	42	42	46	38	42	38	40	43	41	40	39	40	41	42	40
Get a little worse	26	29	17	28	26	26	19	25	32	26	26	23	28	26	26	23
Get a lot worse	7	7	4	5	8	6	4	9	8	7	7	5	8	7	8	4
TOTAL GET WORSE	33	35	21	33	34	32	23	34	40	33	33	28	36	32	34	27
Don't know	4	2	3	2	3	5	5	3	3	3	4	5	3	5	3	4

Looking further ahead, how do you think the financial situation of your household will change during the two or three years following the next 12 months?

Get a lot better	7	7	10	4	9	6	12	7	4	7	8	10	6	6	8	9
Get a little better	33	36	40	31	35	31	44	34	23	35	31	40	35	32	28	34
TOTAL GET BETTER	41	43	49	35	44	37	56	41	27	42	39	50	41	39	35	43
Stay the same	28	28	29	34	24	32	22	29	33	27	29	20	29	28	32	27
Get a little worse	18	20	13	20	19	17	9	18	26	19	17	14	17	20	20	22
Get a lot worse	7	6	4	3	7	6	3	8	8	7	7	7	8	6	7	2
TOTAL GET WORSE	25	25	17	23	26	23	12	26	34	26	23	20	25	25	27	24
Don't know	7	3	5	8	5	8	10	5	5	5	8	10	5	9	5	7

Overall, do you think the government's measures for tackling Britain's recession...?

Have started to work	22	5	52	23	25	19	23	22	19	24	19	21	17	22	25	28
Will start to work in the near future	12	8	22	8	11	12	15	12	9	11	13	13	11	12	12	10
Will start to work but not for some time	21	18	16	28	20	22	23	19	21	22	19	19	20	19	21	30
Will make little or no difference to the economy	23	35	6	21	21	25	20	23	26	21	26	21	27	24	21	16
Will end up making things worse	16	30	1	12	18	14	7	18	21	18	14	15	19	17	15	9
Don't know	7	5	3	8	5	9	12	6	4	5	9	10	6	8	6	8

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	39	123
Male 25 to 39	210	267
Male 40 to 54	277	267
Male 55 +	447	328
Female 18 to 24	53	124
Female 25 to 39	302	267
Female 40 to 54	309	288
Female 55 +	416	390
Region		
London	278	264
Rest of South	676	668
Midlands and Wales	409	439
North	476	505
Scotland	215	179
Social Grade		
ABC1	1261	1129
C2DE	792	924
Newspaper Type		
Express / Mail	502	328
Sun / Star	299	451
Mirror / Record	193	329
Guardian / Independent	116	82
FT / Times / Telegraph	240	195
Other Paper	240	257
No Paper	463	410
Political Party Identification		
Lab	660	656
Con	544	534
Lib Dem	206	247
Others	106	62
None	467	503
Don't know	71	51