DAILY TELEGRAPH / YOUGOV SURVEY

Sample Size: 1573 GB Adults
Fieldwork: 4th - 6th September 2009
For detailed results, click here

Headline Voting Intention

<table>
<thead>
<tr>
<th>Party</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Con</td>
<td>40</td>
</tr>
<tr>
<td>Lab</td>
<td>27</td>
</tr>
<tr>
<td>Lib Dem</td>
<td>18</td>
</tr>
<tr>
<td>Other</td>
<td>15</td>
</tr>
</tbody>
</table>

Some people say Britain is a ‘broken society’, whose social problems are far more serious than they were ten or twenty years ago. Would you say this is a true description of...

The area where you live

<table>
<thead>
<tr>
<th>Description</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>TRUE</td>
<td>46</td>
</tr>
<tr>
<td>Not true</td>
<td>42</td>
</tr>
<tr>
<td>Don’t know</td>
<td>12</td>
</tr>
</tbody>
</table>

Britain as a whole

<table>
<thead>
<tr>
<th>Description</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>TRUE</td>
<td>75</td>
</tr>
<tr>
<td>Not true</td>
<td>15</td>
</tr>
<tr>
<td>Don’t know</td>
<td>10</td>
</tr>
</tbody>
</table>

Here are some things people are saying about David Cameron and the Conservative Party at the moment. Please indicate for each whether you think, on balance, it is true or not true.

David Cameron talks a good line but it is hard to know whether there is any substance behind the words

<table>
<thead>
<tr>
<th>Description</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>True on balance</td>
<td>64</td>
</tr>
<tr>
<td>NOT true on balance</td>
<td>19</td>
</tr>
<tr>
<td>Don’t know</td>
<td>18</td>
</tr>
</tbody>
</table>

Under David Cameron the Conservatives reflect the values and aspirations of the British people better than they used to

<table>
<thead>
<tr>
<th>Description</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>True on balance</td>
<td>39</td>
</tr>
<tr>
<td>NOT true on balance</td>
<td>38</td>
</tr>
<tr>
<td>Don’t know</td>
<td>23</td>
</tr>
</tbody>
</table>

It is hard to know what the Conservative Party stands for at the moment

<table>
<thead>
<tr>
<th>Description</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>True on balance</td>
<td>55</td>
</tr>
<tr>
<td>NOT true on balance</td>
<td>30</td>
</tr>
<tr>
<td>Don’t know</td>
<td>15</td>
</tr>
</tbody>
</table>

David Cameron has wrongly abandoned too many of the Conservative Party's traditional principles

<table>
<thead>
<tr>
<th>Description</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>True on balance</td>
<td>17</td>
</tr>
<tr>
<td>NOT true on balance</td>
<td>45</td>
</tr>
<tr>
<td>Don’t know</td>
<td>39</td>
</tr>
</tbody>
</table>
It is a serious disadvantage that Mr Cameron has never been a government minister before and so lacks the experience necessary to be an effective Prime Minister

True on balance 34
NOT true on balance 44
Don’t know 22

David Cameron is all spin and no substance

True on balance 38
NOT true on balance 34
Don’t know 29

If the Conservatives win the next general election and David Cameron becomes Prime Minister do you think he will...?

Govern in the interests of the whole country 38
Govern in the interests of better-off people 45
Don’t know 17

Do you think he would...?
Make it a top priority to maintain the quality of front-line public services such as health and education, come what may, or 24
Put other priorities, such as reducing the government’s deficit, ahead of maintaining the quality of front-line public services 52
Don’t know 25

If the Conservatives win the next general election, do you think that after four or five years of Conservative rule,..
The standard of living of most people in Britain will be higher lower or about the same

Higher 20
Lower 27
About the same 45
Don’t know 9

The taxes paid by people like you as a share of total income will be higher lower or about the same

Higher 51
Lower 9
About the same 31
Don’t know 9

The quality of education in state schools will be higher lower or about the same

Higher 19
Lower 23
About the same 49
Don’t know 9
The quality of health care in the NHS will be higher lower or about the same

Higher 17
Lower 33
About the same 41
Don’t know 9

The overall level of crime will be higher lower or about the same

Higher 23
Lower 20
About the same 47
Don’t know 11

The overall level of immigration will be higher lower or about the same

Higher 13
Lower 37
About the same 38
Don’t know 12

If a Conservative government has to take tough measures to reduce government borrowing, which two or three of these SHOULD be its top priorities?

Raise the top rate of income tax paid by people earning more than £150,000 a year 69
Postpone the planned reduction in inheritance tax 36
Reduce welfare benefits such as jobseekers' allowance and invalidity benefits 37
Reduce spending on defence 31
Increase VAT 17
Raise the standard rate of income tax 11
Reduce spending on public services such as health and education 7
Don’t know 11

And which two or three do you think WOULD be its top priorities?

Raise the standard rate of income tax 40
Increase VAT 38
Reduce welfare benefits such as jobseekers' allowance and invalidity benefits 37
Reduce spending on public services such as health and education 35
Raise the top rate of income tax paid by people earning more than £150,000 a year 24
Postpone the planned reduction in inheritance tax 22
Reduce spending on defence 11
Don’t know 17
Now suppose that after a while a Conservative government had some money to spare. Which two or three of these SHOULD be its top priorities?

- Increase spending on public services such as health and education: 66%
- Reduce the standard rate of income tax: 52%
- Reduce VAT: 30%
- Implement the planned reduction in inheritance tax: 25%
- Increase spending on defence: 25%
- Increase welfare benefits such as jobseekers' allowance and invalidity benefits: 15%
- Reduce the top rate of income tax paid by people earning more than £150,000 a year: 6%

And which two or three do you think WOULD be its top priorities?

- Reduce the top rate of income tax paid by people earning more than £150,000 a year: 40%
- Increase spending on public services such as health and education: 36%
- Implement the planned reduction in inheritance tax: 36%
- Increase spending on defence: 33%
- Reduce the standard rate of income tax: 26%
- Reduce VAT: 10%
- Increase welfare benefits such as jobseekers' allowance and invalidity benefits: 9%

Thinking now about other policies that an incoming Conservative government might consider, which two or three of these SHOULD be its top priorities?

- Reduce immigration: 59%
- Pass a law to limit the bonuses paid to top bankers: 47%
- Withdraw British troops from Afghanistan: 39%
- Hold a referendum on the future of Britain's relations with the European Union: 34%
- Reform the benefits system giving more help to traditional families with two parents and less help to single-parent families: 25%
- Reform the House of Lords so that all new peers are elected not appointed: 25%
- Repeal the ban on fox-hunting: 3%

And which two or three do you think WOULD be its top priorities?

- Reduce immigration: 43%
- Hold a referendum on the future of Britain's relations with the European Union: 33%
- Reform the benefits system giving more help to traditional families with two parents and less help to single-parent families: 33%
- Repeal the ban on fox-hunting: 27%
- Pass a law to limit the bonuses paid to top bankers: 22%
- Withdraw British troops from Afghanistan: 17%
- Reform the House of Lords so that all new peers are elected not appointed: 16%

Don’t know: 9%