

# YouGov / Sunday Times Survey Results

Sample Size: 1558 GB Adults  
Fieldwork: 4th - 5th March 2010

Weighted sample  
Unweighted Sample

| Total | Voting intention |     |         | Gender |        | Age   |       |     | Social Grade |      | Region |               |                  |       |          |
|-------|------------------|-----|---------|--------|--------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
|       | Con              | Lab | Lib Dem | Male   | Female | 18-34 | 35-54 | 55+ | ABC1         | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| 1558  | 467              | 406 | 210     | 749    | 809    | 465   | 547   | 546 | 856          | 700  | 199    | 507           | 334              | 383   | 135      |
| 1558  | 518              | 363 | 203     | 772    | 786    | 487   | 492   | 579 | 981          | 575  | 246    | 527           | 273              | 350   | 162      |
|       | %                | %   | %       | %      | %      | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        |

## Headline Voting Intention

[Excluding Don't knows and Wouldn't votes]

## Other Parties Voting Intention

## Non Voters

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

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

|                    | 25 - 26<br>Feb | 4 - 5<br>Mar | %         | %         | %         | %         | %         | %         | %         | %         | %         | %         | %         | %         | %         | %         |           |
|--------------------|----------------|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Con                | 37             | 38           | 100       | 0         | 0         | 36        | 41        | 34        | 37        | 42        | 42        | 33        | 43        | 45        | 41        | 33        | 14        |
| Lab                | 35             | 33           | 0         | 100       | 0         | 36        | 31        | 34        | 38        | 28        | 31        | 36        | 28        | 24        | 38        | 43        | 37        |
| Lib Dem            | 17             | 17           | 0         | 0         | 100       | 17        | 17        | 24        | 14        | 15        | 17        | 18        | 22        | 21        | 12        | 15        | 14        |
| Other              | 11             | 12           | 0         | 0         | 0         | 12        | 12        | 8         | 11        | 15        | 10        | 14        | 6         | 10        | 10        | 9         | 36        |
| SNP / PCY          | 2              | 4            | 0         | 0         | 0         | 2         | 5         | 2         | 3         | 5         | 4         | 3         | 0         | 0         | 2         | 1         | 31        |
| UKIP               | 4              | 3            | 0         | 0         | 0         | 4         | 2         | 1         | 3         | 4         | 2         | 5         | 1         | 3         | 3         | 4         | 1         |
| BNP                | 3              | 2            | 0         | 0         | 0         | 3         | 2         | 1         | 2         | 3         | 2         | 3         | 1         | 2         | 3         | 3         | 2         |
| Green              | 2              | 2            | 0         | 0         | 0         | 2         | 2         | 3         | 2         | 1         | 1         | 2         | 1         | 3         | 1         | 1         | 1         |
| Respect            | 0              | 0            | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 1         | 0         | 0         | 0         |
| Other              | 1              | 1            | 0         | 0         | 0         | 1         | 1         | 1         | 1         | 1         | 1         | 1         | 2         | 1         | 0         | 0         | 1         |
| Would Not Vote     | 7              | 7            | 0         | 0         | 0         | 7         | 8         | 15        | 5         | 4         | 4         | 12        | 6         | 7         | 9         | 9         | 5         |
| Don't know         | 14             | 14           | 0         | 0         | 0         | 10        | 18        | 15        | 14        | 13        | 14        | 15        | 19        | 13        | 15        | 13        | 10        |
| Very well          | 5              | 6            | 0         | 20        | 0         | 8         | 4         | 3         | 8         | 5         | 5         | 6         | 3         | 3         | 5         | 9         | 10        |
| Fairly well        | 31             | 30           | 7         | 63        | 30        | 29        | 30        | 32        | 27        | 30        | 29        | 30        | 21        | 29        | 31        | 31        | 41        |
| <b>TOTAL WELL</b>  | <b>36</b>      | <b>36</b>    | <b>7</b>  | <b>83</b> | <b>30</b> | <b>36</b> | <b>34</b> | <b>35</b> | <b>35</b> | <b>35</b> | <b>35</b> | <b>36</b> | <b>24</b> | <b>32</b> | <b>36</b> | <b>39</b> | <b>51</b> |
| Fairly badly       | 30             | 31           | 31        | 14        | 44        | 30        | 32        | 40        | 32        | 24        | 31        | 32        | 37        | 30        | 30        | 32        | 31        |
| Very badly         | 28             | 29           | 59        | 2         | 23        | 30        | 28        | 18        | 29        | 39        | 31        | 27        | 33        | 35        | 30        | 24        | 16        |
| <b>TOTAL BADLY</b> | <b>58</b>      | <b>60</b>    | <b>91</b> | <b>16</b> | <b>66</b> | <b>61</b> | <b>60</b> | <b>57</b> | <b>61</b> | <b>63</b> | <b>62</b> | <b>58</b> | <b>69</b> | <b>65</b> | <b>60</b> | <b>55</b> | <b>46</b> |
| Don't know         | 6              | 4            | 2         | 1         | 4         | 3         | 5         | 8         | 4         | 2         | 3         | 6         | 7         | 3         | 4         | 5         | 3         |
| Very well          | 7              | 6            | 16        | 1         | 1         | 6         | 5         | 4         | 6         | 6         | 6         | 5         | 9         | 7         | 5         | 3         | 2         |
| Fairly well        | 43             | 42           | 71        | 22        | 52        | 42        | 43        | 44        | 41        | 42        | 46        | 37        | 36        | 46        | 46        | 39        | 37        |
| <b>TOTAL WELL</b>  | <b>50</b>      | <b>48</b>    | <b>87</b> | <b>23</b> | <b>53</b> | <b>47</b> | <b>48</b> | <b>48</b> | <b>47</b> | <b>48</b> | <b>52</b> | <b>42</b> | <b>45</b> | <b>54</b> | <b>51</b> | <b>41</b> | <b>40</b> |
| Fairly badly       | 25             | 29           | 9         | 41        | 30        | 28        | 29        | 24        | 31        | 30        | 30        | 27        | 29        | 27        | 26        | 31        | 35        |
| Very badly         | 14             | 15           | 1         | 32        | 11        | 19        | 12        | 12        | 17        | 16        | 13        | 18        | 12        | 13        | 15        | 19        | 20        |
| <b>TOTAL BADLY</b> | <b>39</b>      | <b>44</b>    | <b>9</b>  | <b>73</b> | <b>41</b> | <b>47</b> | <b>41</b> | <b>36</b> | <b>48</b> | <b>47</b> | <b>42</b> | <b>45</b> | <b>41</b> | <b>40</b> | <b>40</b> | <b>50</b> | <b>54</b> |
| Don't know         | 11             | 8            | 4         | 5         | 6         | 6         | 11        | 17        | 5         | 5         | 5         | 12        | 14        | 7         | 8         | 9         | 6         |

Weighted sample  
Unweighted Sample

| Total | Voting intention |     |         | Gender |        | Age   |       |     | Social Grade |      | Region |               |                  |       |          |
|-------|------------------|-----|---------|--------|--------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
|       | Con              | Lab | Lib Dem | Male   | Female | 18-34 | 35-54 | 55+ | ABC1         | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| 1558  | 467              | 406 | 210     | 749    | 809    | 465   | 547   | 546 | 856          | 700  | 199    | 507           | 334              | 383   | 135      |
| 1558  | 518              | 363 | 203     | 772    | 786    | 487   | 492   | 579 | 981          | 575  | 246    | 527           | 273              | 350   | 162      |
|       | %                | %   | %       | %      | %      | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        |

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

|                    | 25 - 26<br>Feb | 4 - 5<br>Mar |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|----------------|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 3              | 5            | 4         | 2         | 18        | 5         | 5         | 4         | 3         | 7         | 5         | 4         | 6         | 6         | 4         | 4         | 1         |
| Fairly well        | 39             | 38           | 42        | 38        | 64        | 39        | 38        | 35        | 36        | 44        | 43        | 33        | 27        | 43        | 36        | 41        | 37        |
| <b>TOTAL WELL</b>  | <b>42</b>      | <b>43</b>    | <b>46</b> | <b>39</b> | <b>82</b> | <b>44</b> | <b>42</b> | <b>39</b> | <b>39</b> | <b>51</b> | <b>48</b> | <b>37</b> | <b>33</b> | <b>49</b> | <b>40</b> | <b>45</b> | <b>37</b> |
| Fairly badly       | 19             | 22           | 24        | 29        | 8         | 24        | 22        | 18        | 27        | 22        | 21        | 24        | 25        | 19        | 21        | 25        | 27        |
| Very badly         | 9              | 9            | 6         | 11        | 1         | 10        | 8         | 7         | 9         | 9         | 8         | 9         | 9         | 7         | 11        | 9         | 11        |
| <b>TOTAL BADLY</b> | <b>28</b>      | <b>31</b>    | <b>30</b> | <b>40</b> | <b>8</b>  | <b>33</b> | <b>29</b> | <b>25</b> | <b>36</b> | <b>31</b> | <b>29</b> | <b>34</b> | <b>34</b> | <b>26</b> | <b>32</b> | <b>34</b> | <b>38</b> |
| Don't know         | 30             | 26           | 24        | 21        | 10        | 23        | 29        | 36        | 25        | 18        | 23        | 29        | 33        | 26        | 28        | 21        | 25        |

Regardless of how you intend to vote, which of the following general election outcomes would you prefer to see?

|   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| An outright Conservative victory                            | 33 | 87 | 0  | 16 | 33 | 32 | 25 | 32 | 39 | 37 | 27 | 34 | 41 | 34 | 25 | 15 |
| An outright Labour victory                                  | 25 | 0  | 79 | 9  | 27 | 23 | 20 | 29 | 26 | 25 | 27 | 22 | 18 | 24 | 32 | 42 |
| A "hung" parliament with the Conservatives as largest party | 10 | 8  | 3  | 23 | 12 | 8  | 11 | 10 | 10 | 9  | 11 | 11 | 10 | 11 | 11 | 5  |
| A "hung" parliament with Labour as largest party            | 12 | 1  | 14 | 32 | 13 | 11 | 14 | 12 | 11 | 14 | 11 | 11 | 14 | 9  | 12 | 18 |
| Don't know  | 20 | 4  | 4  | 21 | 15 | 25 | 30 | 18 | 14 | 16 | 25 | 22 | 17 | 22 | 20 | 21 |

Fear of a hung parliament has unsettled the financial markets, which fear that a government without a majority would be too weak to tackle Britain's economic problems. How much does this prospect worry you?

|                             |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| It worries me a lot         | 16        | 30        | 13        | 5         | 18        | 15        | 9         | 14        | 25        | 17        | 15        | 21        | 18        | 19        | 11        | 12        |
| It worries me a fair amount | 39        | 43        | 43        | 34        | 34        | 44        | 31        | 43        | 43        | 44        | 34        | 37        | 40        | 35        | 43        | 38        |
| <b>TOTAL WORRIED</b>        | <b>55</b> | <b>73</b> | <b>56</b> | <b>39</b> | <b>52</b> | <b>59</b> | <b>39</b> | <b>57</b> | <b>68</b> | <b>61</b> | <b>49</b> | <b>58</b> | <b>57</b> | <b>55</b> | <b>55</b> | <b>50</b> |
| It does not worry me much   | 26        | 16        | 29        | 39        | 29        | 23        | 34        | 25        | 20        | 24        | 28        | 22        | 24        | 28        | 27        | 29        |
| It does not worry me at all | 9         | 4         | 9         | 16        | 12        | 7         | 9         | 10        | 9         | 9         | 10        | 10        | 11        | 7         | 8         | 15        |
| <b>TOTAL NOT WORRIED</b>    | <b>35</b> | <b>20</b> | <b>38</b> | <b>55</b> | <b>41</b> | <b>30</b> | <b>43</b> | <b>35</b> | <b>29</b> | <b>33</b> | <b>37</b> | <b>32</b> | <b>34</b> | <b>35</b> | <b>35</b> | <b>44</b> |
| Don't know                  | 10        | 7         | 6         | 7         | 7         | 12        | 18        | 9         | 4         | 6         | 14        | 10        | 9         | 10        | 10        | 6         |

If you felt that by voting for you SECOND choice party rather than your FIRST choice party, you could help to avoid a hung parliament, would you switch your vote?

|                 |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Yes, I would    | 19 | 22 | 18 | 19 | 21 | 17 | 16 | 18 | 22 | 20 | 18 | 21 | 20 | 16 | 18 | 18 |
| No, I would not | 58 | 60 | 69 | 62 | 63 | 54 | 56 | 58 | 61 | 61 | 55 | 56 | 60 | 54 | 60 | 68 |
| Don't know      | 23 | 19 | 13 | 20 | 16 | 29 | 27 | 24 | 17 | 19 | 27 | 24 | 20 | 31 | 22 | 14 |

Weighted sample  
Unweighted Sample

| Total | Voting intention |     |         | Gender |        | Age   |       |     | Social Grade |      | Region |               |                  |       |          |
|-------|------------------|-----|---------|--------|--------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
|       | Con              | Lab | Lib Dem | Male   | Female | 18-34 | 35-54 | 55+ | ABC1         | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| 1558  | 467              | 406 | 210     | 749    | 809    | 465   | 547   | 546 | 856          | 700  | 199    | 507           | 334              | 383   | 135      |
| 1558  | 518              | 363 | 203     | 772    | 786    | 487   | 492   | 579 | 981          | 575  | 246    | 527           | 273              | 350   | 162      |
| %     | %                | %   | %       | %      | %      | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        |

David Cameron spoke recently of "the incredible dark depression of another five years of Gordon Brown". How would you feel about Gordon Brown remaining Prime Minister after the election?

|                      |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I would be delighted | 11 | 0  | 38 | 2  | 13 | 9  | 7  | 13 | 11 | 11 | 11 | 8  | 11 | 13 | 17 |
| I wouldn't mind      | 29 | 5  | 53 | 34 | 29 | 29 | 37 | 28 | 24 | 28 | 31 | 21 | 26 | 29 | 33 |
| I would be dismayed  | 51 | 93 | 6  | 57 | 52 | 50 | 42 | 51 | 58 | 53 | 47 | 56 | 57 | 51 | 47 |
| Don't know           | 9  | 2  | 3  | 7  | 6  | 12 | 14 | 8  | 7  | 8  | 11 | 14 | 10 | 9  | 8  |

Some people have said they would emigrate in the event of Gordon Brown remaining prime minister. Which of the following comes closest to your view?

|  |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I would seriously consider emigrating      | 9         | 18        | 1         | 6         | 10        | 9         | 5         | 10        | 12        | 9         | 10        | 12        | 11        | 10        | 7         | 2         |
| I might consider emigrating                | 12        | 22        | 3         | 10        | 12        | 11        | 14        | 11        | 10        | 11        | 12        | 12        | 12        | 13        | 11        | 5         |
| <b>TOTAL WOULD CONSIDER EMIGRATING</b>     | <b>21</b> | <b>40</b> | <b>4</b>  | <b>16</b> | <b>22</b> | <b>19</b> | <b>19</b> | <b>20</b> | <b>22</b> | <b>20</b> | <b>22</b> | <b>24</b> | <b>23</b> | <b>23</b> | <b>18</b> | <b>7</b>  |
| I probably wouldn't consider emigrating    | 17        | 22        | 10        | 17        | 16        | 18        | 19        | 18        | 13        | 18        | 16        | 18        | 17        | 18        | 15        | 15        |
| I definitely wouldn't consider emigrating  | 56        | 33        | 85        | 63        | 56        | 57        | 53        | 56        | 60        | 59        | 54        | 49        | 52        | 54        | 62        | 74        |
| <b>TOTAL WOULD NOT CONSIDER EMIGRATING</b> | <b>73</b> | <b>55</b> | <b>95</b> | <b>81</b> | <b>72</b> | <b>74</b> | <b>72</b> | <b>74</b> | <b>73</b> | <b>76</b> | <b>69</b> | <b>67</b> | <b>70</b> | <b>72</b> | <b>77</b> | <b>89</b> |
| Don't know                                 | 6         | 6         | 2         | 3         | 6         | 6         | 9         | 6         | 5         | 4         | 9         | 10        | 7         | 6         | 5         | 4         |

Kenneth Clarke, the shadow business secretary, said that the only thing preventing the pound collapsing and interest rates rising was the prospect of a Conservative government. Do you agree with him, or not?

|            |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Agree      | 24 | 61 | 3  | 14 | 27 | 22 | 19 | 23 | 30 | 26 | 23 | 29 | 28 | 25 | 21 | 15 |
| Disagree   | 49 | 14 | 87 | 64 | 53 | 45 | 45 | 52 | 49 | 49 | 48 | 43 | 46 | 45 | 54 | 63 |
| Don't know | 27 | 25 | 10 | 22 | 20 | 33 | 36 | 25 | 21 | 25 | 29 | 29 | 27 | 30 | 25 | 22 |

Lord Ashcroft, the billionaire Conservative deputy chairman and party donor, admitted this week that he was a "non-dom" for tax purposes, meaning that he does not pay UK tax on all his earnings. What is your view on the fact that somebody with such a position of influence within the Conservative party is not a full UK taxpayer?

|                        |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| It is wrong            | 70 | 43 | 91 | 82 | 68 | 72 | 67 | 73 | 69 | 68 | 73 | 67 | 65 | 70 | 74 | 80 |
| It does not concern me | 24 | 53 | 6  | 14 | 28 | 21 | 20 | 23 | 29 | 28 | 19 | 22 | 30 | 24 | 21 | 16 |
| Don't know             | 6  | 4  | 3  | 3  | 5  | 7  | 13 | 4  | 3  | 4  | 8  | 10 | 5  | 7  | 5  | 4  |

The Conservatives accuse Labour of hypocrisy because it has rich "non-doms" among its donors. What is your view?

Labour has non-dom donors but none of them are in a position of such influence as Lord Ashcroft

Both parties are as bad as each other

Don't know

|   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Labour has non-dom donors but none of them are in a position of such influence as Lord Ashcroft | 19 | 5  | 48 | 20 | 24 | 15 | 18 | 20 | 20 | 22 | 17 | 12 | 16 | 18 | 25 | 29 |
| Both parties are as bad as each other   | 72 | 87 | 46 | 74 | 70 | 74 | 66 | 74 | 75 | 74 | 70 | 75 | 75 | 74 | 68 | 66 |
| Don't know  | 9  | 8  | 6  | 6  | 7  | 11 | 15 | 6  | 5  | 5  | 13 | 13 | 9  | 8  | 7  | 5  |

**Weighted sample**  
Unweighted Sample

| Total | Voting intention |     |         | Gender |        | Age   |       |     | Social Grade |      | Region |               |                  |       |          |
|-------|------------------|-----|---------|--------|--------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
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| 1558  | 518              | 363 | 203     | 772    | 786    | 487   | 492   | 579 | 981          | 575  | 246    | 527           | 273              | 350   | 162      |
| %     | %                | %   | %       | %      | %      | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        |

**Do you think the controversy over Lord Ashcroft has or has not damaged David Cameron and the Conservatives?**

|                                       |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| It has damaged the Conservative Party | 55 | 35 | 77 | 64 | 57 | 54 | 48 | 59 | 59 | 57 | 54 | 53 | 52 | 50 | 62 | 66 |
| It has not                            | 23 | 46 | 11 | 18 | 26 | 20 | 24 | 23 | 21 | 25 | 20 | 27 | 26 | 23 | 18 | 19 |
| Don't know                            | 22 | 19 | 12 | 18 | 17 | 26 | 28 | 18 | 20 | 18 | 26 | 20 | 22 | 26 | 20 | 15 |

**In general, do you think the people running the Conservative party are...?**

|   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Rich and elitist  | 51 | 12 | 85 | 65 | 52 | 50 | 50 | 54 | 49 | 50 | 51 | 46 | 43 | 48 | 60 | 70 |
| People who have been successful and want to do the best for the country | 26 | 65 | 4  | 15 | 28 | 24 | 22 | 27 | 29 | 30 | 22 | 28 | 31 | 29 | 20 | 16 |
| Neither   | 15 | 18 | 7  | 14 | 14 | 16 | 14 | 13 | 17 | 14 | 15 | 14 | 18 | 14 | 14 | 9  |
| Don't know  | 8  | 5  | 4  | 7  | 7  | 10 | 14 | 7  | 5  | 5  | 12 | 12 | 8  | 10 | 7  | 6  |

**Turning to Iraq and Afghanistan, Gordon Brown has insisted that he provided enough resources for Britain's armed forces. Critics say he starved them of funds when chancellor so, for example, there were not enough helicopters to protect Britain's troops in Afghanistan. What is your view?**

|   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| The military always complain - adequate funding was provided                | 12 | 3  | 29 | 11 | 17 | 8  | 13 | 12 | 12 | 11 | 14 | 9  | 10 | 11 | 16 | 17 |
| Defence was a low priority for Brown and he starved the military of funding | 54 | 81 | 21 | 50 | 52 | 55 | 41 | 56 | 63 | 57 | 51 | 56 | 58 | 57 | 50 | 39 |
| Neither   | 18 | 8  | 31 | 23 | 19 | 18 | 24 | 17 | 15 | 18 | 19 | 15 | 18 | 15 | 20 | 29 |
| Don't know  | 16 | 9  | 20 | 17 | 12 | 19 | 22 | 15 | 11 | 14 | 17 | 20 | 15 | 17 | 14 | 16 |

**Thinking of Afghanistan, would you say Gordon Brown has been a good war leader, or not?**

|                                    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Yes, he has been a good war leader | 16 | 3  | 46 | 12 | 20 | 14 | 14 | 17 | 18 | 17 | 16 | 14 | 14 | 13 | 21 | 27 |
| No, he has not                     | 60 | 88 | 22 | 63 | 60 | 60 | 59 | 59 | 61 | 61 | 59 | 60 | 64 | 59 | 59 | 46 |
| Don't know                         | 24 | 10 | 32 | 25 | 21 | 27 | 28 | 23 | 21 | 23 | 25 | 26 | 22 | 28 | 21 | 27 |

**Do you think David Cameron would or would not be a good war leader if he were Prime Minister?**

|                                    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Yes, he would be a good war leader | 21 | 49 | 8  | 9  | 23 | 19 | 17 | 20 | 25 | 22 | 19 | 22 | 23 | 22 | 20 | 12 |
| No, he would not                   | 44 | 12 | 73 | 52 | 46 | 42 | 44 | 45 | 43 | 43 | 45 | 40 | 39 | 43 | 49 | 57 |
| Don't know                         | 35 | 39 | 19 | 39 | 32 | 38 | 39 | 35 | 33 | 35 | 36 | 38 | 38 | 35 | 31 | 31 |

**The BBC has announced plans to scrap two digital radio stations and reduce the scope of its website to put more money into TV programming. What is your view?**

|   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| The BBC should not have made these cuts                   | 18 | 10 | 23 | 28 | 18 | 17 | 21 | 18 | 15 | 20 | 15 | 21 | 18 | 15 | 16 | 20 |
| The cuts are about right                                  | 32 | 32 | 41 | 39 | 32 | 32 | 33 | 33 | 31 | 34 | 30 | 33 | 34 | 29 | 33 | 27 |
| The BBC should cut much more - and reduce the licence fee | 44 | 55 | 30 | 30 | 44 | 44 | 37 | 46 | 48 | 41 | 47 | 33 | 43 | 51 | 44 | 48 |
| Don't know  | 6  | 4  | 6  | 4  | 6  | 7  | 10 | 4  | 6  | 5  | 9  | 13 | 5  | 5  | 7  | 5  |

**Weighted sample**  
Unweighted Sample

| Total       | Voting intention |     |         | Gender |        | Age   |       |     | Social Grade |      | Region |               |                  |       |          |
|-------------|------------------|-----|---------|--------|--------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
|             | Con              | Lab | Lib Dem | Male   | Female | 18-34 | 35-54 | 55+ | ABC1         | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| <b>1558</b> | 467              | 406 | 210     | 749    | 809    | 465   | 547   | 546 | 856          | 700  | 199    | 507           | 334              | 383   | 135      |
| <b>1558</b> | 518              | 363 | 203     | 772    | 786    | 487   | 492   | 579 | 981          | 575  | 246    | 527           | 273              | 350   | 162      |
| %           | %                | %   | %       | %      | %      | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        |

Thinking of Gordon Brown, David Cameron and Nick Clegg, which of them would you prefer to have round for Sunday lunch?

|               |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| David Cameron | <b>24</b> | 59 | 5  | 6  | 23 | 25 | 27 | 22 | 23 | 25 | 22 | 27 | 29 | 23 | 21 | 12 |
| Gordon Brown  | <b>19</b> | 2  | 54 | 8  | 20 | 18 | 14 | 26 | 17 | 19 | 19 | 15 | 13 | 20 | 21 | 35 |
| Nick Clegg    | <b>17</b> | 6  | 11 | 58 | 19 | 15 | 21 | 12 | 17 | 19 | 14 | 17 | 18 | 14 | 18 | 17 |
| None of them  | <b>37</b> | 31 | 29 | 27 | 36 | 38 | 31 | 38 | 42 | 37 | 38 | 35 | 37 | 39 | 38 | 35 |
| Don't know    | <b>3</b>  | 1  | 2  | 2  | 3  | 4  | 7  | 2  | 2  | 1  | 6  | 7  | 3  | 3  | 3  | 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. |
|---------------------------------------|----------------|--------------|
| <b>Age and Gender</b>                 |                |              |
| Male 18 to 24                         | 84             | 94           |
| Male 25 to 39                         | 184            | 202          |
| Male 40 to 54                         | 183            | 202          |
| Male 55 +                             | 321            | 250          |
| Female 18 to 24                       | 104            | 93           |
| Female 25 to 39                       | 243            | 202          |
| Female 40 to 54                       | 181            | 218          |
| Female 55 +                           | 258            | 296          |
| <b>Region</b>                         |                |              |
| North England                         | 350            | 383          |
| Midlands                              | 209            | 255          |
| East England                          | 157            | 150          |
| London                                | 246            | 199          |
| South England                         | 370            | 356          |
| Wales                                 | 64             | 79           |
| Scotland                              | 162            | 135          |
| <b>Social Grade</b>                   |                |              |
| ABC1                                  | 981            | 856          |
| C2DE                                  | 575            | 700          |
| <b>Newspaper Type</b>                 |                |              |
| Express / Mail                        | 362            | 250          |
| Sun / Star                            | 218            | 342          |
| Mirror / Record                       | 131            | 249          |
| Guardian / Independent                | 158            | 62           |
| FT / Times / Telegraph                | 220            | 148          |
| Other Paper                           | 216            | 195          |
| No Paper                              | 253            | 312          |
| <b>Political Party Identification</b> |                |              |
| Labour Loyal                          | 327            | 405          |
| Labour Disloyal                       | 98             | 93           |
| Conservative                          | 440            | 406          |
| Liberal Democrat                      | 149            | 187          |
| Others                                | 81             | 48           |
| None                                  | 404            | 381          |
| Don't know                            | 59             | 39           |