

YouGov / Sunday Times Survey Results

Sample Size: 1507 GB Adults
Fieldwork: 11th - 12th March 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		1507	452	402	205	723	784	459	520	528	828	678	194	489	322	371	131	
Unweighted Sample		1507	491	374	203	700	807	429	453	625	848	658	259	525	283	342	98	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
4 - 5 Mar		11 - 12 Mar																
Headline Voting Intention																		
	Con	38	37	100	0	0	35	40	32	31	47	39	35	39	43	40	35	14
	Lab	33	33	0	100	0	33	33	35	37	27	31	35	31	23	36	43	39
	Lib Dem	17	17	0	0	100	17	17	22	18	11	18	15	16	23	13	13	13
	Other	12	13	0	0	0	15	11	11	14	15	12	15	14	11	11	9	35
Other Parties Voting Intention																		
	UKIP	3	5	0	0	0	5	4	2	4	8	4	5	5	6	3	5	0
	SNP / PCY	4	3	0	0	0	3	3	4	3	3	2	4	0	0	2	0	29
	BNP	2	3	0	0	0	4	1	1	4	2	1	4	3	3	2	3	0
	Green	2	2	0	0	0	2	2	4	2	1	3	1	6	1	2	1	3
	Respect	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0
	Other	1	1	0	0	0	1	1	0	1	2	1	0	0	2	0	0	2
Non Voters																		
	Would Not Vote	7	7	0	0	0	4	9	11	5	5	5	9	3	7	7	6	11
	Don't know	14	12	0	0	0	9	16	12	12	13	12	13	15	12	13	12	9
25 - 26 Feb		11 - 12 Mar																
Who would you trust more to raise you and your family's standard of living?																		
	Gordon Brown and Alistair Darling	28	25	1	76	17	28	22	25	28	22	26	24	28	18	23	30	38
	David Cameron and George Osborne	27	29	81	2	13	29	29	26	26	35	30	28	31	35	28	26	15
	Neither	36	39	16	17	63	39	40	41	39	38	39	40	35	39	44	36	44
	Don't know	9	7	2	5	7	4	10	8	7	6	6	9	6	8	8	3	
In your opinion how good or bad is the state of Britain's economy at the moment?																		
	Very good	0	1	0	2	0	1	0	2	0	0	1	1	1	0	0	2	0
	Quite good	4	4	1	10	5	4	4	6	4	3	5	3	3	4	3	6	6
	TOTAL GOOD	4	5	1	12	5	5	4	7	4	3	5	4	3	4	3	8	6
	Neither good nor bad	20	19	10	37	14	19	18	21	22	13	18	20	19	15	19	19	29
	Quite bad	45	43	38	44	49	39	46	44	44	41	43	42	50	41	44	44	34
	Very bad	28	31	50	6	32	35	29	24	28	43	32	32	26	38	33	27	31
	TOTAL BAD	73	74	88	50	82	74	76	68	72	84	76	73	76	79	77	71	65
	Don't know	2	2	1	1	0	2	2	4	2	0	1	3	2	2	2	2	0

	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	1507	452	402	205	723	784	459	520	528	828	678	194	489	322	371	131
Unweighted Sample	1507	491	374	203	700	807	429	453	625	848	658	259	525	283	342	98
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you agree or disagree with this statement:

'The recent recession would have been much worse, with higher unemployment, had it not been for the Government's actions to support the economy'

Agree	39	17	75	46	46	32	35	41	39	39	38	41	36	34	41	47
Disagree	39	64	9	35	37	40	31	38	46	41	35	35	42	36	39	36
Don't know	23	19	16	20	18	28	34	20	16	20	27	24	22	30	20	17

Thinking about the prospects of a re-elected Labour Government, compared with a new Conservative government, which do you think would be more likely to send Britain's economy back into recession?

Conservatives	25	5	61	28	30	21	22	30	25	26	25	25	22	24	28	33
Labour	34	71	11	28	35	33	27	29	45	36	32	39	39	34	28	24
It would make no difference	31	19	22	38	28	34	36	32	26	30	33	25	28	33	35	38
Don't know	9	5	6	6	7	12	15	9	5	8	11	11	11	8	9	5

Which party is more likely to raise taxes most?

Conservatives	37	20	63	47	37	36	39	36	35	36	37	37	31	40	41	36
Labour	26	48	10	21	29	23	23	26	29	28	23	33	27	23	25	23
It would make no difference	26	24	21	26	26	26	21	27	29	25	28	22	27	24	25	36
Don't know	11	8	6	6	8	15	17	10	7	11	12	9	15	13	9	5

And which party would make the biggest cuts in front-line public services?

Conservatives	50	37	76	63	59	43	50	52	49	55	45	58	46	49	54	48
Labour	14	26	5	12	12	16	12	15	15	13	15	15	15	13	12	16
It would make no difference	21	23	11	19	20	22	15	21	26	20	22	17	23	20	20	27
Don't know	15	13	8	6	9	19	23	13	9	12	17	10	16	19	13	9

In your experience, has the NHS got better or worse over the past 10 years?

Better	32	19	59	36	39	27	32	34	31	35	30	37	28	33	35	33
Worse	33	50	13	29	29	36	28	33	37	31	34	30	37	29	32	35
Neither better nor worse	28	27	24	29	26	29	25	28	30	28	27	24	30	29	27	27
Don't know	7	5	4	6	6	8	15	5	2	6	9	9	5	9	7	4

	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	1507	452	402	205	723	784	459	520	528	828	678	194	489	322	371	131
Unweighted Sample	1507	491	374	203	700	807	429	453	625	848	658	259	525	283	342	98
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
And would you expect the NHS to get better or worse over the next few years under:																
a Conservative government																
Better	24	58	5	18	24	24	24	19	29	24	23	27	28	22	23	9
Worse	36	4	69	52	39	34	34	43	31	38	34	42	29	34	40	47
Neither better nor worse	29	31	21	23	29	28	24	29	33	28	29	20	31	30	28	34
Don't know	12	7	5	8	8	15	19	9	8	10	14	11	12	14	9	10
a Labour government																
Better	19	5	47	17	22	16	21	19	17	17	21	16	16	21	22	20
Worse	32	56	7	32	32	32	25	29	42	34	30	36	34	31	29	32
Neither better nor worse	39	34	41	46	39	40	36	44	37	40	38	38	40	36	42	39
Don't know	10	6	6	5	7	12	18	8	5	8	12	11	10	13	7	9
Would you support or oppose a legal minimum price for alcohol, say 50p for a can of beer, to discourage binge drinking?																
Support	48	50	51	53	44	51	43	49	50	49	46	53	50	45	47	38
Oppose	41	43	37	39	49	34	46	39	39	40	42	35	39	41	42	57
Don't know	11	7	12	8	7	15	11	12	10	11	12	12	11	14	12	5
A coroner this week blamed the deaths of four British soldiers in Afghanistan on inadequate equipment. Do you agree or disagree with this statement																
'Gordon Brown is personally to blame for the deaths of these and other British soldiers because he failed to provide adequate funding'																
Agree	38	61	9	37	40	37	26	38	49	34	43	37	42	36	37	32
Disagree	48	30	76	51	50	45	55	50	39	53	42	52	45	46	49	54
Don't know	14	9	15	13	10	18	20	12	12	14	15	12	12	18	14	14
Should Jack Straw, the justice secretary, reveal more about the allegations against Jon Venables, one of the killers of James Bulger?																
Yes - we deserve to know	47	53	36	36	43	50	44	48	47	42	53	40	45	50	48	55
No - this could make it harder for Venables to have a fair trial	45	40	58	58	50	41	45	43	47	51	38	51	47	42	43	43
Don't know	8	8	6	6	7	9	11	8	6	7	10	9	8	8	10	3

Weighted sample
Unweighted Sample

	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
1507	452	402	205	723	784	459	520	528	828	678	194	489	322	371	131
1507	491	374	203	700	807	429	453	625	848	658	259	525	283	342	98
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Some people say that Jon Venables has surrendered his right to anonymity, others argue that revealing his identity would expose him to vigilante attacks. What is you view?

His identity should be revealed	51	57	43	40	48	54	48	55	50	45	59	43	50	50	53	63
It should be kept secret	37	33	49	49	42	33	38	34	40	44	30	46	37	38	34	34
Don't know	12	9	8	10	11	13	14	11	10	12	12	12	12	12	13	4

Without checking, which do you think is the Conservatives' slogan for the coming general election?

Vote for change	49	57	48	56	52	47	50	46	53	53	45	50	53	49	44	50
Labour isn't working	12	14	12	9	12	11	14	10	12	11	12	18	11	9	13	7
Are you thinking what we're thinking?	11	12	12	11	11	12	11	14	8	12	10	10	11	11	12	13
Life is better under the Conservatives	7	4	8	5	6	7	6	7	6	6	7	5	6	6	9	8
Don't know	21	13	20	21	20	23	19	24	21	18	26	18	20	26	21	23

And which do you think is the Labour slogan?

A future fair for all	43	48	48	42	49	39	42	42	46	47	39	47	44	40	41	48
Britain deserves better	14	8	16	20	14	13	23	13	7	13	14	11	13	14	15	19
Think positive, vote positive, vote Labour	11	7	15	12	9	13	11	13	9	10	12	8	12	10	13	9
Let's go with Labour	4	6	3	1	3	5	3	3	7	4	4	4	4	3	5	5
Don't know	28	31	18	25	25	31	22	30	31	26	31	30	28	33	27	19

Which of these do you find most persuasive?

Vote for change	28	57	6	32	28	28	32	25	27	30	24	33	31	24	28	16
A future fair for all	33	14	67	27	34	32	31	35	32	32	35	29	32	34	33	40
Neither	32	25	22	37	32	33	28	33	36	33	32	32	32	33	29	42
Don't know	7	5	5	5	6	8	9	7	5	5	9	6	6	8	10	3

Both Sarah Brown, the Prime Minister's wife, and Samantha Cameron, the Conservative leader's wife, are expected to be prominent during the election campaign. Leaving aside other issues, which of them do you think would better fill the role of Prime Minister's wife and consort?

Sarah Brown	29	8	68	28	31	28	30	30	28	30	29	32	23	29	32	41
Samantha Cameron	25	57	4	18	25	26	20	24	31	27	23	25	31	22	23	18
Don't know	46	35	28	54	45	46	51	46	41	43	48	43	46	49	45	41

	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	1507	452	402	205	723	784	459	520	528	828	678	194	489	322	371	131
Unweighted Sample	1507	491	374	203	700	807	429	453	625	848	658	259	525	283	342	98
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And how much difference will your opinion of Sarah Brown and/or Samantha Cameron make to how you vote at the general election?

A lot	1	0	2	0	1	1	1	1	1	1	1	1	1	0	0	1
A little	6	6	8	7	6	6	9	6	3	6	6	6	3	9	5	8
TOTAL A LITTLE/ A LOT	6	6	10	8	6	6	10	6	4	7	6	8	4	9	5	8
Not a lot	17	20	24	12	17	17	19	14	18	15	19	16	16	20	16	15
None at all	72	71	63	79	73	71	63	74	77	76	68	73	75	65	74	74
TOTAL NOT A LOT/ AT ALL	89	91	87	90	90	88	83	88	95	91	87	89	91	85	90	89
Don't know	5	3	3	2	4	5	8	5	2	3	7	4	5	6	5	3

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	61	91
Male 25 to 39	159	196
Male 40 to 54	167	196
Male 55 +	313	241
Female 18 to 24	90	90
Female 25 to 39	232	196
Female 40 to 54	173	211
Female 55 +	312	287
Region		
North England	342	371
Midlands	204	247
East England	141	144
London	259	194
South England	384	345
Wales	79	75
Scotland	98	131
Social Grade		
ABC1	848	828
C2DE	658	678
Newspaper Type		
Express / Mail	378	242
Sun / Star	227	331
Mirror / Record	135	241
Guardian / Independent	128	60
FT / Times / Telegraph	186	143
Other Paper	178	188
No Paper	274	301
Political Party Identification		
Labour Loyal	357	391
Labour Disloyal	83	90
Conservative	412	392
Liberal Democrat	160	181
Others	58	45
None	369	369
Don't know	67	38