

YouGov / Sunday Times Survey Results

Sample Size: 1436 GB Adults
Fieldwork: 25th - 26th February 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	1436	423	397	194	689	747	415	519	502	788	647	183	468	308	353	125
Unweighted Sample	1436	465	351	192	672	764	401	523	512	889	546	192	438	282	330	194
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding don't know and wouldn't vote]

	18th - 19th Feb																
Con	39	37	100	0	0	36	38	34	37	40	40	33	29	49	43	30	14
Lab	33	35	0	100	0	34	35	34	38	32	33	38	39	26	32	42	49
Lib Dem	17	17	0	0	100	17	17	21	17	15	18	16	22	19	14	15	14
Other	11	11	0	0	0	13	10	11	8	14	9	14	10	7	12	13	23
Other Parties Voting Intention																	
UKIP	4	4	0	0	0	4	4	3	2	6	4	4	4	4	3	5	2
BNP	2	3	0	0	0	4	1	0	4	3	1	5	2	1	5	4	2
SNP / PCY	2	2	0	0	0	2	2	3	1	3	2	2	1	0	1	1	17
Green	2	2	0	0	0	2	2	4	1	2	2	2	3	2	1	3	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	1	0	0	0	1	1	2	0	1	1	1	1	0	2	1	2
Non Voters																	
Would Not Vote	7	7	0	0	0	5	8	10	7	3	6	8	9	5	6	8	5
Don't know	13	14	0	0	0	10	17	16	14	13	12	17	14	17	12	12	11
Do you think Gordon Brown is doing well or badly as prime minister?																	
Very well	5	5	0	15	1	6	3	3	6	5	4	5	4	4	3	6	8
Fairly well	32	31	7	68	33	30	32	30	31	31	31	31	37	26	32	30	41
TOTAL WELL	37	36	7	83	34	36	35	34	37	36	35	36	41	30	35	36	49
Fairly badly	32	30	34	14	41	26	34	36	31	25	31	29	34	32	29	28	29
Very badly	26	28	57	1	17	33	25	19	28	37	30	27	17	32	31	31	18
TOTAL BADLY	58	58	92	15	58	59	58	55	58	63	61	56	51	64	60	59	46
Don't know	5	6	1	2	8	5	7	12	5	2	4	8	8	6	5	5	5
Do you think that David Cameron is doing well or badly as Conservative leader?																	
Very well	8	7	19	2	2	7	6	6	6	8	7	6	4	9	5	6	4
Fairly well	42	43	74	30	37	40	46	44	43	43	47	39	41	47	49	36	39
TOTAL WELL	50	50	94	32	38	47	52	50	49	50	54	45	45	56	55	42	44
Fairly badly	25	25	4	36	44	26	25	23	25	28	28	23	30	24	20	28	28
Very badly	13	14	1	26	10	18	10	10	14	16	11	17	10	11	15	17	16
TOTAL BADLY	38	39	4	62	55	43	35	33	40	44	39	40	40	35	35	46	45
Don't know	12	11	2	7	7	10	13	17	11	6	8	15	16	9	11	12	12

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

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

Very well	3	3	2	3	16	4	3	4	4	3	3	4	4	4	3	4	2
Fairly well	41	39	48	36	61	40	38	35	36	46	42	36	41	42	42	33	35
TOTAL WELL	44	42	50	38	77	45	40	39	39	49	45	39	45	46	45	37	37
Fairly badly	20	19	15	23	11	21	17	19	19	18	19	19	20	18	17	21	20
Very badly	7	9	7	13	4	11	7	9	10	8	8	10	7	9	5	12	11
TOTAL BADLY	27	28	22	35	15	32	24	28	29	27	27	29	27	28	22	33	32
Don't know	29	30	28	27	8	23	36	33	32	25	28	32	29	27	33	30	31

Who would you trust more to raise you and your family's standard of living?

Gordon Brown and Alistair Darling	28	28	1	79	19	30	26	29	28	27	27	29	35	20	27	30	40
David Cameron and George Osborne	33	27	77	2	13	29	26	26	27	28	32	21	20	35	30	22	15
Neither	31	36	17	15	61	36	37	32	37	40	34	39	34	35	37	39	37
Don't know	8	9	5	4	7	6	11	13	8	5	7	11	11	10	6	8	8

In your opinion how good or bad is the state of Britain's economy at the moment?

Very good	0	0	0	0	1	0	0	1	0	0	0	1	0	0	1	0	0
Quite good	5	4	1	12	1	5	3	5	5	3	3	5	2	3	4	6	5
TOTAL GOOD	5	4	1	12	2	5	4	6	5	3	4	5	2	4	5	7	5
Neither good nor bad	19	20	7	38	21	21	19	24	18	18	20	20	26	18	18	23	19
Quite bad	43	45	49	38	56	40	50	47	46	43	45	45	45	48	50	37	49
Very bad	31	28	42	10	21	31	26	19	30	35	30	26	24	29	28	31	27
TOTAL BAD	74	73	91	48	77	71	76	66	75	77	75	71	68	76	78	68	75
Don't know	2	2	0	2	1	3	2	4	2	1	2	3	4	2	0	3	1

	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	
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Unweighted Sample	1436	465	351	192	672	764	401	523	512	889	546	192	438	282	330	194
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think Gordon Brown ...

Does or does not have a strong sense of right and wrong?

Has a strong sense of right and wrong	50	30	86	52	48	52	48	54	48	52	48	53	46	49	49	68
Does not have a strong sense of right and wrong	33	52	8	28	37	29	29	29	39	31	35	26	35	35	34	22
Don't know	17	18	6	20	15	20	23	17	12	17	18	21	19	16	16	10

Is or is not a bully?

Is a bully	28	54	5	24	34	22	19	28	34	32	22	25	31	27	29	16
Is not a bully	43	21	77	40	43	42	52	41	37	39	47	50	38	41	43	54
Don't know	30	26	18	37	24	35	29	30	29	29	31	25	31	32	29	30

Does or does not understand the problems faced by people like you?

Understands the problems faced by people like me	35	11	78	37	37	34	38	35	33	37	33	45	27	35	35	55
Does not understand the problems faced by people like me	53	82	14	46	54	52	47	54	58	54	52	42	61	55	53	36
Don't know	12	7	8	16	9	14	15	11	9	9	15	13	12	10	12	9

Has the kind of character needed to be an effective Prime Minister?

Has the kind of character needed to be an effective Prime Minister	28	6	68	24	31	25	25	33	26	27	30	28	24	28	29	42
Lacks the kind of character needed to be an effective Prime Minister	60	90	21	64	58	62	58	57	65	62	58	59	65	59	60	45
Don't know	12	5	10	12	11	13	17	10	10	12	13	13	12	13	10	13

Generally tells the truth, or often evades telling the truth?

Generally tells the truth	35	10	80	32	36	34	36	36	33	35	35	41	32	32	34	45
Often evades telling the truth	51	80	14	51	53	50	44	51	58	52	50	45	54	54	53	41
Don't know	14	11	6	17	11	16	20	14	9	13	15	14	14	14	13	14

Wants to do the best for all groups in Britain, or only some groups?

Wants to do the best for all groups in Britain	39	12	84	44	40	39	40	43	36	40	38	47	35	38	35	58
Wants to do the best for only some groups in Britain	44	74	10	37	46	43	41	40	51	45	44	38	49	42	49	26
Don't know	17	15	6	20	14	19	20	18	13	15	18	15	16	19	16	16

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

Do you think David Cameron...

Does or does not have a strong sense of right and wrong?

Has a strong sense of right and wrong	49	86	37	37	48	51	46	50	51	54	44	46	52	54	45	46
Does not have a strong sense of right and wrong	26	4	42	36	31	20	26	23	28	24	27	29	24	20	29	31
Don't know	25	10	21	27	21	29	28	27	21	22	28	25	24	26	27	24

Is or is not a bully?

Is a bully	7	2	11	7	10	4	9	8	4	5	9	5	6	7	9	6
Is not a bully	58	81	54	47	58	59	58	58	59	61	54	57	63	57	55	53
Don't know	35	17	35	46	32	38	34	34	37	33	37	38	31	36	36	41

Does or does not understand the problems faced by people like you?

Understands the problems faced by people like me	25	59	10	13	25	24	22	24	28	29	20	24	27	31	20	17
Does not understand the problems faced by people like me	57	24	80	70	59	54	54	58	57	55	58	59	55	47	61	68
Don't know	19	17	11	17	16	22	24	18	16	16	22	17	19	22	19	15

Has the kind of character needed to be an effective Prime Minister?

Has the kind of character needed to be an effective Prime Minister	40	82	21	26	36	43	42	38	40	44	34	38	45	43	36	28
Lacks the kind of character needed to be an effective Prime Minister	39	7	64	54	45	33	36	39	41	37	42	43	35	34	44	46
Don't know	21	12	15	21	19	24	22	23	20	19	24	19	21	24	20	26

Generally tells the truth, or often evades telling the truth?

Generally tells the truth	31	68	15	14	31	31	27	27	38	35	26	32	33	30	29	27
Often evades telling the truth	45	13	65	64	50	40	44	47	43	44	46	45	43	42	48	46
Don't know	25	19	20	23	19	30	30	26	20	22	29	23	24	28	23	27

Wants to do the best for all groups in Britain, or only some groups?

Wants to do the best for all groups in Britain	28	65	13	11	27	28	22	25	34	31	24	26	33	28	24	19
Wants to do the best for only some groups in Britain	51	19	75	72	55	48	53	52	49	51	52	56	50	45	53	61
Don't know	21	16	13	17	18	24	25	23	17	19	24	18	18	26	23	20

Gordon Brown has recently been accused of behaving towards others, including his own staff, in a bullying manner. Have these reports...

Made you more likely to vote Labour at the coming general election	5	1	12	4	8	3	6	4	5	5	5	5	4	6	6	6
Made you less likely to vote Labour	7	6	4	5	7	6	9	5	5	7	6	4	6	6	9	5
Made no difference - I would have voted Labour anyway	27	2	80	10	27	28	23	32	26	26	29	32	20	26	32	40
Made no difference - I would NOT have voted Labour anyway	52	89	0	76	51	52	47	48	59	54	48	48	60	54	44	40
Don't know	9	2	3	6	8	11	14	10	5	8	12	10	11	8	8	9

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

From what you have read and heard, do you feel that you know what the Labour Party stands for on important issues, or not?

Yes, I do	47	31	87	43	51	42	43	48	47	48	44	47	44	47	47	55
No, I do not	53	69	13	57	49	58	57	52	53	52	56	54	56	54	53	45

From what you have read and heard, do you feel that you know what the Conservative Party stands for on important issues, or not?

Yes, I do	38	72	28	26	39	38	37	38	39	41	34	33	44	41	34	28
No, I do not	62	28	72	74	61	63	63	62	61	59	66	67	56	60	66	72

Most politicians and economists agree that Britain must reduce government borrowing significantly over the next few years. This will involve cuts in government spending and/or increases in taxation. Do you think...

Action to reduce borrowing should start this year, for otherwise the pain will be greater later on	41	65	28	35	44	38	38	40	45	43	39	29	47	44	38	36
Action to reduce borrowing should wait until Britain's economy is growing strongly again, for otherwise such action could thrust Britain back into recession	41	21	60	49	42	41	40	44	40	43	40	46	37	37	45	51
Not sure	18	13	12	16	14	22	23	17	15	15	22	25	17	19	17	12

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

Companies have been accused of sexually exploiting young children, with clothing, reading material or other material inappropriate to their age. In general, do you think companies do this?

Yes, a lot	42	44	39	46	39	44	32	37	55	42	41	46	44	40	38	43
Yes, a little	40	39	41	46	39	40	41	46	32	44	35	37	37	43	40	44
No	9	7	11	6	11	7	15	7	5	6	11	8	9	8	10	7
Don't know	10	10	10	2	11	9	12	11	8	8	13	9	11	10	13	6

Should the government intervene to stop such practices, or should the task of protecting children from such exploitation be left to parents?

The government should stop such practices	52	56	51	48	47	56	42	55	56	53	50	52	54	51	49	52
The task should be left to parents	37	36	38	42	43	32	40	35	37	39	36	37	35	38	39	41
Neither	3	2	2	3	2	3	4	3	1	2	4	4	3	2	3	3
Don't know	8	6	9	8	8	9	14	7	6	7	10	7	9	10	9	4

Britain is in dispute with Argentina over oil exploration by UK firms off the Falkland Islands in the South Atlantic. Which of these views comes closest to your own?

'We fought a war in 1982 to keep the Falklands British: we should protect the right of British companies to explore for oil today'	57	71	55	53	67	47	43	62	63	58	55	49	59	58	58	55
'The days of the British Empire are over; it is ridiculous to keep the Falklands British. We should negotiate to transfer control of the islands to Argentina.'	16	9	20	19	15	18	19	14	16	15	18	20	15	17	14	22
'I have no strong views either way'	27	20	25	28	18	35	38	24	21	28	27	31	27	26	28	23

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	Weighted no.
Age and Gender		
Male 18 to 24	62	87
Male 25 to 39	152	186
Male 40 to 54	192	186
Male 55 +	266	229
Female 18 to 24	71	87
Female 25 to 39	257	186
Female 40 to 54	190	202
Female 55 +	246	272
Region		
North England	330	353
Midlands	222	235
East England	148	139
London	192	183
South England	290	329
Wales	60	73
Scotland	194	125
Social Grade		
ABC1	889	788
C2DE	546	647
Newspaper Type		
Express / Mail	322	230
Sun / Star	211	315
Mirror / Record	124	229
Guardian / Independent	113	58
FT / Times / Telegraph	220	136
Other Paper	178	179
No Paper	267	287
Political Party Identification		
Labour Loyal	298	373
Labour Disloyal	91	86
Conservative	405	374
Liberal Democrat	153	173
Others	63	43
None	374	351
Don't know	51	36