

# YouGov / Sunday Times Survey Results

Sample Size: 2044 GB Adults  
Fieldwork: 10th - 11th December 2009

		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
<b>Weighted Sample</b>		<b>2044</b>	656	498	252	979	1065	601	727	716	1125	918	261	663	439	504	177
Unweighted Sample		2044	680	477	240	958	1086	449	699	896	1225	818	294	700	388	472	190
%		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Dec 3-4</b>																	
<b>Headline Voting Intention</b> <i>[Excluding Don't Knows and Wouldn't Votes]</i>																	
Con	40	40	100	0	0	39	42	39	38	44	41	40	43	48	46	30	26
Lab	27	31	0	100	0	30	31	30	35	27	31	30	33	22	29	41	37
Lib Dem	18	16	0	0	100	16	15	19	14	15	18	12	16	20	13	15	8
Other	15	13	0	0	0	15	12	13	13	14	11	17	9	11	13	14	29
<b>Other Parties Voting Intention</b>																	
UKIP	5	4	0	0	0	4	4	1	4	6	3	6	3	5	5	4	0
SNP / PCY	3	3	0	0	0	4	2	2	3	3	2	3	0	0	2	1	24
BNP	3	3	0	0	0	3	3	2	3	3	2	4	2	2	2	5	1
Green	3	2	0	0	0	2	3	4	1	2	2	3	3	3	2	3	0
Respect	0	0	0	0	0	1	0	1	0	0	0	1	0	0	1	0	0
Other	1	1	0	0	0	2	1	2	1	1	1	1	1	1	1	2	4
<b>Non Voters</b>																	
Would Not Vote	8	7	0	0	0	4	9	8	7	5	4	10	5	7	6	8	5
Don't know	13	14	0	0	0	10	18	17	15	10	13	16	12	15	10	18	13
<b>Do you think Gordon Brown is doing well or badly as prime minister?</b>																	
Very well	3	4	0	15	1	5	4	3	4	4	4	4	4	3	5	5	5
Fairly well	25	22	4	59	22	22	22	21	23	22	24	20	23	19	19	25	33
<b>TOTAL WELL</b>	<b>28</b>	<b>26</b>	<b>4</b>	<b>74</b>	<b>22</b>	<b>27</b>	<b>26</b>	<b>24</b>	<b>28</b>	<b>27</b>	<b>28</b>	<b>24</b>	<b>28</b>	<b>22</b>	<b>24</b>	<b>30</b>	<b>38</b>
Fairly badly	34	33	33	21	46	32	35	41	33	28	35	31	35	33	35	30	38
Very badly	32	35	62	3	26	38	32	24	35	43	34	36	32	39	38	32	21
<b>TOTAL BADLY</b>	<b>66</b>	<b>68</b>	<b>96</b>	<b>24</b>	<b>72</b>	<b>69</b>	<b>67</b>	<b>65</b>	<b>68</b>	<b>71</b>	<b>68</b>	<b>67</b>	<b>67</b>	<b>72</b>	<b>73</b>	<b>62</b>	<b>58</b>
Don't know	5	6	1	2	6	4	7	11	5	2	3	9	6	6	4	8	4
<b>Do you think David Cameron is doing well or badly as Conservative leader?</b>																	
Very well	6	8	20	3	2	8	7	6	8	9	8	7	11	8	8	5	9
Fairly well	46	44	71	31	42	48	41	45	41	47	48	40	43	45	48	41	40
<b>TOTAL WELL</b>	<b>52</b>	<b>52</b>	<b>91</b>	<b>34</b>	<b>44</b>	<b>56</b>	<b>48</b>	<b>51</b>	<b>49</b>	<b>56</b>	<b>55</b>	<b>47</b>	<b>54</b>	<b>53</b>	<b>56</b>	<b>46</b>	<b>49</b>
Fairly badly	25	25	6	33	35	24	26	25	24	25	26	23	23	24	23	28	27
Very badly	13	12	0	26	11	14	11	7	16	13	11	14	14	11	13	12	14
<b>TOTAL BADLY</b>	<b>38</b>	<b>37</b>	<b>6</b>	<b>59</b>	<b>46</b>	<b>38</b>	<b>37</b>	<b>32</b>	<b>40</b>	<b>38</b>	<b>37</b>	<b>38</b>	<b>37</b>	<b>35</b>	<b>35</b>	<b>40</b>	<b>41</b>
Don't know	11	11	3	8	10	7	15	17	11	6	8	15	9	12	8	14	10

		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	
		2014	656	498	252	979	1065	601	727	716	1125	918	261	663	439	504	177	
		2014	680	477	240	958	1086	449	699	896	1225	818	294	700	388	472	190	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>Dec 3-4</b>																		
<b>Weighted Sample</b>																		
Unweighted Sample																		
<b>Do you think Nick Clegg is doing well or badly as leader of the Liberal Democrats?</b>																		
	Very well	4	4	2	11	5	3	3	2	5	4	4	5	4	3	4	2	
	Fairly well	41	38	46	37	62	42	35	35	44	42	33	42	40	37	34	42	
	<b>TOTAL WELL</b>	<b>45</b>	<b>42</b>	<b>50</b>	<b>39</b>	<b>73</b>	<b>47</b>	<b>37</b>	<b>38</b>	<b>38</b>	<b>49</b>	<b>46</b>	<b>37</b>	<b>47</b>	<b>43</b>	<b>40</b>	<b>38</b>	<b>44</b>
	Fairly badly	21	21	20	26	12	22	20	19	21	22	21	21	14	20	26	23	16
	Very badly	9	10	5	14	2	12	8	8	12	8	9	10	12	8	10	14	
	<b>TOTAL BADLY</b>	<b>30</b>	<b>30</b>	<b>25</b>	<b>40</b>	<b>14</b>	<b>34</b>	<b>27</b>	<b>27</b>	<b>33</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>26</b>	<b>28</b>	<b>34</b>	<b>32</b>	<b>30</b>
	Don't know	27	28	26	22	13	20	36	35	29	21	24	33	26	29	27	30	26
<b>Do you think Alistair Darling is doing well or badly as Chancellor of the Exchequer?</b>																		
	Very well		3	0	10	2	3	3	2	3	3	2	3	3	3	2	2	
	Fairly well		21	5	54	20	23	19	19	21	22	23	19	23	16	20	34	
	<b>TOTAL WELL</b>		<b>24</b>	<b>5</b>	<b>63</b>	<b>22</b>	<b>26</b>	<b>22</b>	<b>24</b>	<b>26</b>	<b>26</b>	<b>21</b>	<b>25</b>	<b>19</b>	<b>23</b>	<b>25</b>	<b>36</b>	
	Fairly badly		29	28	23	44	27	31	32	30	27	33	25	28	31	31	28	26
	Very badly		36	63	6	25	39	33	25	38	42	35	36	36	38	39	31	29
	<b>TOTAL BADLY</b>		<b>65</b>	<b>91</b>	<b>29</b>	<b>69</b>	<b>66</b>	<b>63</b>	<b>57</b>	<b>67</b>	<b>69</b>	<b>68</b>	<b>62</b>	<b>64</b>	<b>69</b>	<b>70</b>	<b>59</b>	<b>55</b>
	Don't know		12	4	7	9	8	15	22	9	5	7	18	11	12	7	16	9
<b>Who would you trust more to raise you and your family's standard of living?</b>																		
	Gordon Brown and Alistair Darling	22	22	1	74	10	24	20	22	23	21	24	19	23	16	21	26	34
	David Cameron and George Osborne	31	33	83	2	17	35	31	33	30	36	35	30	34	38	38	25	21
	Neither	37	38	14	21	68	35	40	32	41	38	35	40	35	38	34	40	39
	Don't know	10	8	3	3	6	5	10	14	6	5	6	11	8	7	9	6	
<b>How good or bad is the state of Britain's economy at present?</b>																		
	Very good	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	
	Quite good	4	3	0	10	2	5	2	5	3	3	3	5	3	2	5	2	
	<b>TOTAL GOOD</b>	<b>4</b>	<b>4</b>	<b>0</b>	<b>11</b>	<b>2</b>	<b>5</b>	<b>3</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>6</b>	<b>3</b>	<b>2</b>	<b>5</b>	<b>2</b>	
	Neither good nor bad	19	13	4	30	15	15	12	15	14	11	14	13	14	12	11	14	21
	Quite bad	48	41	38	44	51	37	45	44	42	37	42	40	47	39	47	38	39
	Very bad	28	40	58	15	32	43	39	32	39	48	40	41	32	45	39	41	37
	<b>TOTAL BAD</b>	<b>76</b>	<b>82</b>	<b>95</b>	<b>59</b>	<b>83</b>	<b>79</b>	<b>84</b>	<b>77</b>	<b>81</b>	<b>86</b>	<b>82</b>	<b>81</b>	<b>79</b>	<b>84</b>	<b>86</b>	<b>78</b>	<b>76</b>
	Don't know	1	2	0	0	0	1	2	4	1	0	1	2	1	2	1	2	1

Dec 3-4	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
<b>Weighted Sample</b>	<b>2044</b>	656	498	252	979	1065	601	727	716	1125	918	261	663	439	504	177
<b>Unweighted Sample</b>	<b>2044</b>	680	477	240	958	1086	449	699	896	1225	818	294	700	388	472	190
<b>%</b>	<b>%</b>	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Do you think, overall...**

**Alistair Darling, Chancellor of the Exchequer, is generally telling the truth or not telling the truth about the state of Britain's economy?**

Is telling the truth	<b>24</b>	7	65	19	28	21	25	27	21	27	21	29	20	21	26	36
Is not telling the truth	<b>55</b>	82	18	59	57	53	46	55	62	55	55	52	58	59	52	48
Don't know	<b>21</b>	11	17	23	15	26	29	18	17	19	24	20	22	20	22	16

**George Osborne, the Shadow Chancellor, is generally telling the truth or not telling the truth about the state of Britain's economy?**

Is telling the truth	<b>26</b>	56	12	19	32	21	22	24	32	28	24	30	26	29	25	22
Is not telling the truth	<b>38</b>	12	59	48	40	36	36	42	36	37	39	35	35	35	42	49
Don't know	<b>36</b>	32	30	33	28	42	43	34	32	35	37	35	39	36	33	29

**Both main parties have indicated that there will be tax rises and cuts in public services over the next few years.**

**On the whole, do you think Labour's plans for the next few years are overall fair or unfair?**

Fair	<b>31</b>	9	80	27	35	27	31	32	30	34	27	32	26	29	35	41
Unfair	<b>48</b>	76	10	50	49	47	41	49	53	47	49	49	52	52	43	37
Don't know	<b>21</b>	15	10	23	16	26	28	20	17	19	24	18	22	19	22	23

**On the whole, do you think the Conservatives' plans for the next few years are overall fair or unfair?**

Fair	<b>27</b>	58	12	14	31	24	27	24	30	28	26	27	30	29	23	22
Unfair	<b>38</b>	10	66	50	41	34	36	40	37	37	39	41	34	36	39	46
Don't know	<b>35</b>	32	23	36	28	42	38	36	33	35	35	33	35	35	38	33

Dec 3-4	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
<b>Weighted Sample</b>	<b>2044</b>	<b>656</b>	<b>498</b>	<b>252</b>	<b>979</b>	<b>1065</b>	<b>601</b>	<b>727</b>	<b>716</b>	<b>1125</b>	<b>918</b>	<b>261</b>	<b>663</b>	<b>439</b>	<b>504</b>	<b>177</b>
<b>Unweighted Sample</b>	<b>2044</b>	<b>680</b>	<b>477</b>	<b>240</b>	<b>958</b>	<b>1086</b>	<b>449</b>	<b>699</b>	<b>896</b>	<b>1225</b>	<b>818</b>	<b>294</b>	<b>700</b>	<b>388</b>	<b>472</b>	<b>190</b>
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Given the current economic climate and the need for the Government to reduce borrowing in the years ahead, do you support or oppose the following measures that Alistair Darling announced this week?

**Requiring banks to pay a one-off extra tax on bonuses of more than £25,000 per bank employee**

Support	<b>79</b>	74	91	82	81	77	77	82	79	81	77	75	77	84	78	84
Oppose	<b>11</b>	19	5	10	14	9	10	10	13	13	9	17	11	8	12	7
Don't know	<b>10</b>	8	4	8	6	14	13	8	8	7	13	9	12	8	10	10

**Increasing national insurance for those earning more than £20,000 a year**

Support	<b>36</b>	24	55	40	39	32	29	32	46	36	36	28	33	40	39	39
Oppose	<b>54</b>	71	36	53	53	54	57	60	46	56	51	63	56	49	52	51
Don't know	<b>10</b>	6	9	8	7	13	15	9	8	8	13	9	11	11	10	10

**Keeping the inheritance tax allowance, below which inheritance tax is not paid, at £325,000, rather than raising it to £350,000**

Support	<b>44</b>	35	64	45	49	40	47	45	41	46	43	45	40	45	48	48
Oppose	<b>41</b>	57	27	44	41	41	31	41	50	45	36	44	46	40	36	36
Don't know	<b>15</b>	9	9	11	10	19	22	14	10	9	21	12	14	14	17	17

**Restoring VAT to 17.5% next month, after reducing it earlier this year to 15%**

Support	<b>37</b>	37	48	40	43	31	41	35	35	43	29	33	37	36	35	46
Oppose	<b>56</b>	60	47	53	51	60	48	58	59	50	62	60	55	57	55	48
Don't know	<b>8</b>	3	5	7	6	10	12	7	5	6	10	7	8	6	10	6

**Limiting pay rises for workers in the public sector to 1% for 2011 and 2012**

Support	<b>44</b>	57	42	43	51	38	39	42	50	45	44	43	46	49	40	39
Oppose	<b>44</b>	36	48	49	40	48	46	47	40	46	41	48	42	42	46	49
Don't know	<b>12</b>	7	10	8	9	15	15	11	10	9	15	9	12	10	14	12

**Taking everything into account, do you feel that the measures the Government has announced to reduce government borrowing and revive the economy will...?**

Hurt me and my family unfairly	<b>32</b>	48	11	30	32	31	26	40	28	34	30	36	33	34	29	24
Hurt me and my family, but not unfairly	<b>21</b>	16	33	23	24	18	19	23	21	25	16	20	21	20	21	23
Not make much difference to me and my family	<b>35</b>	30	47	37	35	36	35	29	43	33	38	35	34	34	35	46
Help me and my family	<b>1</b>	0	4	0	2	1	2	1	1	1	1	1	1	2	2	1
Don't know	<b>11</b>	6	6	10	7	14	18	8	7	7	15	9	11	11	13	7

## 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	<b>60</b>	<b>122</b>
Male 25 to 39	<b>205</b>	<b>265</b>
Male 40 to 54	<b>250</b>	<b>265</b>
Male 55 +	<b>443</b>	<b>326</b>
Female 18 to 24	<b>75</b>	<b>122</b>
Female 25 to 39	<b>265</b>	<b>265</b>
Female 40 to 54	<b>293</b>	<b>288</b>
Female 55 +	<b>453</b>	<b>390</b>
<b>Region</b>		
London	<b>294</b>	<b>261</b>
Rest of South	<b>700</b>	<b>663</b>
Midlands and Wales	<b>388</b>	<b>439</b>
North	<b>472</b>	<b>504</b>
Scotland	<b>190</b>	<b>177</b>
<b>Social Grade</b>		
ABC1	<b>1225</b>	<b>1125</b>
C2DE	<b>818</b>	<b>918</b>
<b>Newspaper Type</b>		
Express / Mail	<b>483</b>	<b>327</b>
Sun / Star	<b>314</b>	<b>449</b>
Mirror / Record	<b>195</b>	<b>326</b>
Guardian / Independent	<b>145</b>	<b>82</b>
FT / Times / Telegraph	<b>221</b>	<b>194</b>
Other Paper	<b>246</b>	<b>255</b>
No Paper	<b>437</b>	<b>408</b>
<b>Political Party Identification</b>		
Lab	<b>643</b>	<b>654</b>
Con	<b>545</b>	<b>533</b>
Lib Dem	<b>194</b>	<b>245</b>
Others	<b>105</b>	<b>61</b>
None	<b>486</b>	<b>500</b>
Don't know	<b>71</b>	<b>51</b>