

YouGov / Sunday Times Survey Results

Sample Size: 2026 GB Adults
Fieldwork: 12th - 13th November 2009

| | Voting intention | | | Gender | | Age | | | Social Grade | | Region | | | | | |
|--------------------------|------------------|-----|---------|--------|--------|----------|----------|------|--------------|------|---------|---------------|------------------|-------|-----------|-----|
| Total | Con | Lab | Lib Dem | Male | Female | 18 to 34 | 35 to 54 | 55 + | ABC1 | C2DE | Lon-don | Rest of South | Midlands / Wales | North | Scot-land | |
| Weighted Sample | 2026 | 658 | 435 | 294 | 974 | 1052 | 591 | 727 | 708 | 1114 | 911 | 260 | 657 | 434 | 499 | 176 |
| Unweighted Sample | 2026 | 694 | 435 | 278 | 960 | 1066 | 475 | 732 | 819 | 1227 | 798 | 354 | 683 | 327 | 484 | 178 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Headline Voting Intention

[Excluding Don't Knows and Wouldn't Votes]

| | | | | | | | | | | | | | | | | |
|---------|----|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con | 41 | 100 | 0 | 0 | 39 | 43 | 37 | 42 | 42 | 45 | 35 | 45 | 52 | 39 | 32 | 20 |
| Lab | 27 | 0 | 100 | 0 | 27 | 27 | 27 | 29 | 25 | 24 | 30 | 28 | 17 | 30 | 36 | 30 |
| Lib Dem | 18 | 0 | 0 | 100 | 19 | 17 | 26 | 14 | 17 | 18 | 19 | 16 | 20 | 17 | 19 | 17 |
| Other | 14 | 0 | 0 | 0 | 15 | 13 | 11 | 16 | 16 | 14 | 16 | 11 | 12 | 14 | 13 | 34 |

Other Parties Voting Intention

| | | | | | | | | | | | | | | | | |
|-----------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| UKIP | 4 | 0 | 0 | 0 | 4 | 5 | 1 | 2 | 8 | 4 | 5 | 5 | 6 | 4 | 3 | 0 |
| SNP / PCY | 3 | 0 | 0 | 0 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 0 | 0 | 2 | 0 | 29 |
| BNP | 3 | 0 | 0 | 0 | 4 | 2 | 2 | 4 | 3 | 2 | 5 | 1 | 2 | 5 | 5 | 2 |
| Green | 3 | 0 | 0 | 0 | 3 | 2 | 4 | 4 | 1 | 2 | 3 | 4 | 2 | 2 | 3 | 1 |
| Respect | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Other | 1 | 0 | 0 | 0 | 2 | 1 | 1 | 2 | 1 | 2 | 1 | 1 | 2 | 2 | 1 | 1 |

Non Voters

| | | | | | | | | | | | | | | | | |
|----------------|----|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|
| Would Not Vote | 7 | 0 | 0 | 0 | 5 | 9 | 10 | 6 | 5 | 5 | 10 | 5 | 6 | 9 | 9 | 4 |
| Don't know | 13 | 0 | 0 | 0 | 10 | 16 | 17 | 12 | 10 | 13 | 13 | 10 | 14 | 15 | 13 | 12 |

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

| | | | | | | | | | | | | | | | | |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well | 3 | 0 | 11 | 0 | 3 | 3 | 2 | 2 | 4 | 3 | 3 | 2 | 1 | 3 | 5 | 3 |
| Fairly well | 25 | 6 | 63 | 30 | 27 | 23 | 26 | 26 | 24 | 24 | 26 | 23 | 21 | 25 | 27 | 39 |
| TOTAL WELL | 28 | 7 | 74 | 31 | 30 | 26 | 28 | 28 | 27 | 27 | 29 | 25 | 23 | 28 | 31 | 42 |
| Fairly badly | 35 | 36 | 19 | 50 | 34 | 36 | 42 | 35 | 30 | 34 | 36 | 38 | 35 | 38 | 32 | 34 |
| Very badly | 32 | 57 | 4 | 16 | 34 | 30 | 22 | 32 | 41 | 36 | 28 | 34 | 38 | 29 | 31 | 21 |
| TOTAL BADLY | 67 | 93 | 23 | 67 | 68 | 66 | 64 | 67 | 71 | 70 | 64 | 71 | 73 | 67 | 63 | 54 |
| Don't know | 5 | 1 | 3 | 3 | 2 | 8 | 8 | 5 | 2 | 3 | 7 | 4 | 5 | 6 | 6 | 4 |

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

| | | | | | | | | | | | | | | | | |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well | 8 | 20 | 2 | 3 | 9 | 7 | 7 | 7 | 8 | 8 | 7 | 8 | 9 | 7 | 6 | 5 |
| Fairly well | 49 | 73 | 32 | 48 | 51 | 48 | 51 | 47 | 50 | 52 | 45 | 49 | 53 | 49 | 45 | 49 |
| TOTAL WELL | 57 | 92 | 34 | 51 | 59 | 54 | 57 | 55 | 58 | 61 | 52 | 57 | 62 | 56 | 51 | 55 |
| Fairly badly | 23 | 5 | 40 | 30 | 22 | 23 | 17 | 26 | 25 | 22 | 24 | 23 | 20 | 25 | 26 | 23 |
| Very badly | 10 | 1 | 19 | 10 | 13 | 8 | 10 | 9 | 12 | 9 | 12 | 10 | 9 | 9 | 13 | 11 |
| TOTAL BADLY | 33 | 6 | 59 | 40 | 35 | 31 | 27 | 35 | 36 | 31 | 36 | 33 | 28 | 34 | 39 | 34 |
| Don't know | 10 | 2 | 7 | 9 | 5 | 15 | 16 | 11 | 5 | 8 | 12 | 10 | 10 | 11 | 11 | 12 |

| | Voting intention | | | Gender | | Age | | | Social Grade | | Region | | | | | |
|--------------------------|------------------|------------|------------|------------|------------|-------------|------------|------------|--------------|-------------|------------|---------------|------------------|------------|------------|------------|
| Total | Con | Lab | Lib Dem | Male | Female | 18 to 34 | 35 to 54 | 55 + | ABC1 | C2DE | Lon-don | Rest of South | Midlands / Wales | North | Scot-land | |
| Weighted Sample | 2026 | 658 | 435 | 294 | 974 | 1052 | 591 | 727 | 708 | 1114 | 911 | 260 | 657 | 434 | 499 | 176 |
| Unweighted Sample | 2026 | 694 | 435 | 278 | 960 | 1066 | 475 | 732 | 819 | 1227 | 798 | 354 | 683 | 327 | 484 | 178 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

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

| | | | | | | | | | | | | | | | | |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well | 4 | 3 | 1 | 18 | 5 | 3 | 5 | 2 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 5 |
| Fairly well | 38 | 46 | 35 | 62 | 40 | 37 | 34 | 36 | 45 | 40 | 36 | 37 | 40 | 41 | 39 | 29 |
| TOTAL WELL | 42 | 49 | 36 | 79 | 45 | 40 | 39 | 38 | 50 | 43 | 42 | 41 | 44 | 44 | 43 | 34 |
| Fairly badly | 22 | 23 | 27 | 15 | 28 | 17 | 21 | 24 | 21 | 24 | 20 | 26 | 22 | 21 | 23 | 22 |
| Very badly | 8 | 5 | 13 | 1 | 10 | 7 | 7 | 8 | 8 | 8 | 8 | 7 | 7 | 7 | 10 | 13 |
| TOTAL BADLY | 30 | 28 | 40 | 15 | 38 | 23 | 28 | 33 | 30 | 32 | 28 | 33 | 29 | 28 | 32 | 35 |
| Don't know | 28 | 24 | 25 | 6 | 17 | 37 | 33 | 29 | 21 | 25 | 30 | 26 | 28 | 28 | 26 | 31 |

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

| | | | | | | | | | | | | | | | | |
|-----------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Gordon Brown and Alistair Darling | 22 | 2 | 75 | 18 | 23 | 21 | 21 | 22 | 22 | 21 | 23 | 20 | 16 | 21 | 26 | 36 |
| David Cameron and George Osborne | 33 | 79 | 2 | 14 | 34 | 32 | 30 | 32 | 36 | 37 | 28 | 37 | 43 | 30 | 27 | 16 |
| Neither | 37 | 16 | 18 | 61 | 38 | 36 | 37 | 38 | 36 | 35 | 39 | 34 | 33 | 43 | 36 | 40 |
| Don't know | 8 | 3 | 5 | 7 | 6 | 11 | 12 | 8 | 6 | 7 | 9 | 9 | 8 | 6 | 11 | 8 |

How good or bad is the state of the economy at present?

| | | | | | | | | | | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Fairly good | 4 | 1 | 14 | 1 | 6 | 3 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 6 |
| TOTAL GOOD | 4 | 2 | 14 | 1 | 6 | 3 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 6 | 6 |
| Neither good nor bad | 16 | 9 | 30 | 17 | 17 | 14 | 17 | 17 | 13 | 15 | 16 | 15 | 13 | 22 | 13 | 16 |
| Fairly bad | 46 | 47 | 46 | 55 | 43 | 49 | 51 | 44 | 46 | 46 | 47 | 45 | 48 | 44 | 48 | 45 |
| Very bad | 33 | 43 | 10 | 26 | 32 | 33 | 25 | 34 | 37 | 34 | 30 | 35 | 35 | 28 | 32 | 29 |
| TOTAL BAD | 79 | 90 | 55 | 81 | 75 | 82 | 76 | 78 | 82 | 80 | 77 | 80 | 83 | 72 | 80 | 74 |
| Don't know | 1 | 0 | 0 | 1 | 1 | 2 | 3 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 4 |

Do you fear that you or a close member of your family will lose their job as a result of the current financial crisis?

| | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Yes, I do fear this | 39 | 42 | 29 | 39 | 36 | 42 | 39 | 41 | 37 | 40 | 37 | 42 | 39 | 42 | 36 | 36 |
| No, I don't | 30 | 28 | 43 | 32 | 34 | 26 | 34 | 30 | 26 | 32 | 27 | 31 | 32 | 22 | 32 | 34 |
| Not sure | 24 | 23 | 22 | 22 | 22 | 26 | 24 | 24 | 24 | 21 | 28 | 21 | 22 | 26 | 25 | 27 |
| Not applicable – neither I nor any close member of my family is currently working | 7 | 7 | 6 | 7 | 9 | 7 | 3 | 6 | 12 | 7 | 8 | 6 | 8 | 10 | 7 | 4 |

Do you think house prices in your area will rise or fall over the next 12 months?

| | | | | | | | | | | | | | | | | |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Rise by more than 10% | 3 | 2 | 4 | 4 | 3 | 3 | 4 | 3 | 2 | 2 | 4 | 4 | 3 | 2 | 2 | 5 |
| Rise by less than 10% | 31 | 29 | 42 | 34 | 35 | 27 | 30 | 28 | 35 | 31 | 31 | 30 | 33 | 27 | 32 | 28 |
| TOTAL RISE | 34 | 31 | 46 | 38 | 38 | 30 | 34 | 30 | 37 | 33 | 35 | 34 | 36 | 29 | 35 | 33 |
| Stay about the same | 46 | 51 | 42 | 44 | 44 | 50 | 42 | 50 | 47 | 48 | 45 | 44 | 45 | 52 | 45 | 48 |
| Fall by less than 10% | 9 | 10 | 5 | 11 | 9 | 9 | 9 | 10 | 8 | 9 | 9 | 8 | 10 | 9 | 8 | 7 |
| Fall by more than 10% | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 1 | 3 | 2 | 2 | 2 | 3 |
| TOTAL FALL | 12 | 13 | 7 | 13 | 12 | 11 | 11 | 12 | 11 | 12 | 10 | 11 | 13 | 11 | 10 | 11 |
| Don't know | 8 | 5 | 6 | 5 | 7 | 10 | 13 | 7 | 5 | 7 | 10 | 11 | 6 | 8 | 10 | 8 |

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 | 66 | 121 |
| Male 25 to 39 | 210 | 264 |
| Male 40 to 54 | 260 | 265 |
| Male 55 + | 424 | 324 |
| Female 18 to 24 | 83 | 121 |
| Female 25 to 39 | 302 | 263 |
| Female 40 to 54 | 286 | 283 |
| Female 55 + | 395 | 384 |
| Region | | |
| London | 354 | 260 |
| Rest of South | 683 | 657 |
| Midlands and Wales | 327 | 434 |
| North | 484 | 499 |
| Scotland | 178 | 176 |
| Social Grade | | |
| ABC1 | 1227 | 1114 |
| C2DE | 798 | 911 |
| Newspaper Type | | |
| Express / Mail | 473 | 324 |
| Sun / Star | 272 | 446 |
| Mirror / Record | 161 | 324 |
| Guardian / Independent | 139 | 81 |
| FT / Times / Telegraph | 228 | 192 |
| Other Paper | 295 | 253 |
| No Paper | 456 | 405 |
| Political Party Identification | | |
| Lab | 642 | 648 |
| Con | 543 | 528 |
| Lib Dem | 195 | 243 |
| Others | 84 | 61 |
| None | 500 | 496 |
| Don't know | 62 | 51 |