

YouGov Survey Results

Sample Size: 1947

Fieldwork: 25th - 27th October 2005

Weighted N

Unweighted N

Total	Voting intention			Gender		Age			Social Grade		Region				
	Con	Lab	Lib Dem	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands and Wales	North	Scotland
1947	506	643	298	935	1012	595	660	691	1051	896	409	389	467	506	175
1947	597	590	296	997	950	492	681	774	1168	779	362	457	423	513	192
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Voting Intention (*excl don't knows, would not vote*)

Con	32	100	0	0	31	33	25	29	40	37	26	37	42	30	27	15
Lab	40	0	100	0	40	41	45	43	35	36	47	35	31	43	48	45
Lib Dem	19	0	0	100	20	18	23	19	16	19	18	23	20	18	16	19
Other	9	0	0	0	9	8	8	9	9	8	9	5	6	9	9	21
<i>Would Not Vote</i>	5	0	0	0	5	5	8	6	2	4	7	4	4	5	6	7
<i>Don't know</i>	14	0	0	0	10	17	15	13	12	13	14	16	13	13	13	12

Do you approve or disapprove of the Government's record to date?

Approve	33	3	79	19	36	30	34	34	30	31	35	28	30	32	38	34
Disapprove	53	91	9	67	56	50	43	51	63	57	48	55	59	50	50	51
Don't know	14	5	12	15	8	20	23	15	7	12	17	16	10	18	12	15

Are you satisfied or dissatisfied with Tony Blair as Prime Minister?

Satisfied	35	6	80	18	37	33	41	37	28	33	38	32	31	38	38	36
Dissatisfied	56	93	13	72	57	56	45	55	68	61	51	58	61	53	55	55
Don't know	8	1	8	9	5	11	14	8	4	7	11	10	8	10	7	8

How do you think the financial situation of your household will change over the next 12 months?

Get a lot better	3	1	4	4	3	2	5	1	2	3	2	2	2	3	4	0
Get a little better	17	11	27	15	19	14	26	17	9	16	17	19	13	16	18	18
Stay the same	32	21	43	36	29	35	32	32	33	30	35	30	31	35	32	35
Get a little worse	31	45	19	32	31	30	20	32	39	32	29	29	35	31	29	32
Get a lot worse	13	21	4	12	13	12	7	15	16	15	10	13	14	12	13	10
Don't know	5	2	3	2	4	6	10	3	2	4	6	7	4	4	4	5

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

Which party do you think is more likely to run Britain's economy well – the Conservatives or Labour?

Conservatives	27	84	2	11	28	26	21	24	35	31	22	31	33	26	23	15
Labour	38	2	87	32	43	34	43	38	35	36	42	35	31	41	43	42
Neither	21	7	5	45	21	22	18	26	20	21	22	21	23	18	22	29
Don't know	13	7	6	12	8	18	17	13	10	12	14	12	12	15	12	14

(To non-Conservative supporters at voting intention question) **You indicated earlier in this survey that you would not vote Conservative if there were a general election tomorrow, but how would you rate the chances of your voting to elect a Conservative government at the next election in four or five years' time?**

If the party is properly led, there is a very good chance that I will vote Conservative next time	7	0	4	7	6	8	7	5	9	8	6	10	7	6	7	4
There is quite a good chance that I will vote Conservative next time	2	0	1	1	3	1	2	2	2	2	2	1	3	2	1	2
I may possibly vote Conservative next time	15	0	9	17	16	15	17	14	14	18	12	17	15	16	15	10
There is only an outside chance that I will vote Conservative next time	26	0	28	34	25	26	24	27	25	27	24	26	24	25	25	27
Whatever happens, I will certainly not vote for the Conservatives at the next election	39	0	52	37	43	35	33	41	42	36	42	33	38	38	41	47
I will almost certainly not vote at all at the next election	5	0	2	2	4	5	5	5	4	3	6	4	4	5	6	5
Don't know	7	0	3	2	3	11	11	6	4	5	9	8	9	8	5	5

Who would you personally like to see elected leader of the Conservative Party?

David Cameron	34	56	26	35	35	33	34	29	38	38	29	36	39	35	30	24
David Davis	13	18	13	10	16	10	10	11	17	14	12	13	13	11	17	11
Don't know	53	26	62	55	49	57	56	60	45	48	59	51	48	54	53	66

How much do you feel you know about David Cameron?

A lot	2	4	2	1	3	2	3	3	2	3	2	4	1	2	1	3
A little	26	45	20	25	26	26	27	21	29	30	21	28	29	28	22	17
Not very much	35	38	34	37	37	34	27	32	45	38	32	33	35	36	37	34
Nothing at all	31	12	40	33	31	31	36	38	22	26	37	28	29	29	35	41
Don't know	6	2	4	4	4	7	8	7	2	4	8	6	6	5	5	5

How much do you feel you know about David Davis?

A lot	3	6	2	1	4	1	3	3	3	4	1	4	2	3	2	1
A little	25	42	18	22	28	21	21	21	31	29	19	25	29	25	23	16
Not very much	34	36	35	35	34	34	29	31	42	34	33	36	30	34	34	37
Nothing at all	33	13	40	38	30	36	40	39	22	28	39	30	33	32	36	39
Don't know	5	2	4	4	4	7	8	6	2	4	7	6	6	6	4	6

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

Weighted N
Unweighted N

Who do you think would do more to boost the Conservatives' chance of winning the next general election?

David Cameron	41	62	34	38	44	37	43	35	44	46	35	44	46	41	35	34
David Davis	10	13	10	8	12	8	7	9	13	10	9	7	10	8	13	10
Don't know	50	26	56	54	44	55	50	57	43	44	57	49	44	51	52	56

Who do you think comes over better on television and radio?

David Cameron	44	68	37	42	48	41	37	41	54	50	38	46	50	45	42	34
David Davis	10	10	10	11	12	8	7	9	12	10	9	7	9	9	12	11
Don't know	46	22	53	47	40	51	56	50	34	40	53	47	41	46	46	55

Who do you think would mount a more formidable challenge to Tony Blair and Gordon Brown in the House of Commons?

David Cameron	34	55	27	33	35	33	32	29	40	37	30	34	35	36	33	28
David Davis	14	18	14	15	18	11	11	13	18	16	13	14	15	13	15	11
Don't know	52	27	59	53	47	57	57	58	42	47	57	52	50	51	51	61

If the Conservatives were to win the next election, who do you think would make the best Prime Minister?

David Cameron	32	55	24	29	33	31	32	27	36	35	28	31	38	32	30	23
David Davis	13	19	12	10	16	10	8	13	18	14	11	11	13	12	16	10
Don't know	55	26	64	61	51	60	60	61	46	51	60	58	50	56	53	66

The Conservative Party has lost three elections in a row under three different leaders and is clearly in serious trouble. From your own personal point of view, how would you like to see the party develop?

I would like to see the party commit itself to reducing drastically the role of government in society, by introducing very large tax cuts, by allowing private companies to take over the running of more public services, by cutting the number of people working for the government and by greatly reducing the number of government rules and regulations.	21	46	7	16	24	19	18	20	26	24	19	26	26	19	18	15
I would like to see the party commit itself to running public services pretty much along the same lines as now and spending as much money as necessary on them but at the same time committed to keeping down taxes by cutting bureaucracy and waste and by greatly reducing the number of government rules and regulations.	53	50	59	61	55	51	52	52	55	57	49	48	55	54	56	50
Don't know	25	4	34	23	21	30	30	28	19	19	33	26	18	27	26	35

Total	Voting intention			Gender		Age			Social Grade		Region				
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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Weighted N
Unweighted N

From what you know, which of these same two options do you think is the one David Cameron would prefer?

He would like to see the party commit itself to reducing drastically the role of government in society, by introducing very large tax cuts, by allowing private companies to take over the running of more public services, by cutting the number of people working for the government and by greatly reducing the number of government rules and regulations.	15	21	13	14	17	13	12	14	18	16	13	11	19	13	16	16
He would like to see the party commit itself to running public services pretty much along the same lines as now and spending as much money as necessary on them but at the same time committed to keeping down taxes by cutting bureaucracy and waste and by greatly reducing the number of government rules and regulations.	24	40	21	24	30	19	23	21	29	28	21	29	29	22	23	16
Don't know	61	38	67	62	52	68	65	65	53	56	66	60	52	65	62	68

From what you know, which of these same two options do you think is the one David Davis would prefer?

He would like to see the party commit itself to reducing drastically the role of government in society, by introducing very large tax cuts, by allowing private companies to take over the running of more public services, by cutting the number of people working for the government and by greatly reducing the number of government rules and regulations.	21	29	18	26	30	13	24	18	22	25	17	26	26	17	19	17
He would like to see the party commit itself to running public services pretty much along the same lines as now and spending as much money as necessary on them but at the same time committed to keeping down taxes by cutting bureaucracy and waste and by greatly reducing the number of government rules and regulations.	15	27	12	10	15	15	8	14	21	16	13	14	18	13	16	12
Don't know	64	43	70	64	55	72	68	68	57	59	69	61	56	69	65	71

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

Here are some things that different people think the new Conservative leader should do. In each case, please say whether you support or oppose it.

Take steps to connect the Conservative Party with 'modern' Britain – such as doing far more to connect the party with single mothers, ethnic minorities and gay people

Support	49	40	57	67	48	50	62	50	37	53	44	50	46	53	47	48
Oppose	30	44	20	23	34	26	16	27	45	31	29	27	36	27	32	25
Don't know	21	16	23	10	18	24	22	23	18	17	26	23	18	20	21	26

Commit the Party to withdrawing the UK from the European Union if the EU does not transfer significant powers back to member states

Support	49	73	36	38	46	52	40	48	58	48	51	42	55	49	52	45
Oppose	29	16	38	48	38	20	29	27	29	34	22	34	28	29	26	25
Don't know	22	11	26	14	16	28	31	25	13	18	27	24	17	22	22	29

Move the Conservative Party away from the Right and towards the political Centre

Support	53	47	58	70	58	48	48	48	62	56	49	51	52	53	55	53
Oppose	12	25	7	8	16	9	12	11	15	15	9	14	14	12	11	7
Don't know	35	28	35	22	25	43	40	41	23	28	42	34	34	35	34	40

Campaign more on the economy and the public services, and less on immigration, than in this year's general election campaign

Support	60	61	65	70	62	58	61	58	61	65	55	61	62	62	56	63
Oppose	19	26	14	16	20	18	14	19	23	19	18	17	20	16	24	13
Don't know	21	12	21	14	18	24	25	23	15	16	27	22	18	22	20	23

Commit the Party to big tax cuts even if it means big cuts in public services

Support	18	31	11	17	20	16	17	17	20	19	17	21	19	18	18	12
Oppose	60	52	69	71	64	57	57	59	64	63	57	59	61	58	62	64
Don't know	22	17	20	12	16	27	26	23	16	18	26	21	20	24	20	24

Commit the party to big reforms in the public services such as health and education, including privatization where appropriate

Support	47	77	33	39	47	47	42	44	54	50	44	48	50	46	47	42
Oppose	30	13	41	40	36	24	28	32	29	32	28	25	30	29	33	33
Don't know	23	11	26	21	17	29	30	24	17	19	28	27	20	25	20	24

Change its tax and social policies so that it gives less help to the well-off and more help to people on average and below average incomes

Support	74	69	78	83	75	73	65	75	81	75	74	69	76	74	77	77
Oppose	10	19	7	7	12	9	12	9	9	12	8	12	10	10	10	6
Don't know	16	12	15	11	13	18	22	16	10	14	18	19	14	17	13	17

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1947	597	590	296	997	950	492	681	774	1168	779	362	457	423	513	192
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Weighted N
Unweighted N

And now for each of the following, please say who you think would be more likely to move the Conservative Party in that direction?

Take steps to connect the Conservative Party with 'modern' Britain – such as doing far more to connect the party with single mothers, ethnic minorities and gay people

David Cameron	32	50	27	33	36	28	32	28	37	36	28	33	38	34	27	26
David Davis	9	15	8	7	11	8	5	7	15	10	9	8	10	9	11	7
Don't know	59	35	65	60	53	64	63	65	48	54	64	59	52	57	62	67

Commit the Party to withdrawing the UK from the European Union if the EU does not transfer significant powers back to member states

David Cameron	14	28	10	9	13	16	10	13	20	16	13	11	19	15	14	11
David Davis	21	30	17	23	28	14	21	16	25	22	19	24	23	18	20	16
Don't know	65	42	73	68	59	71	69	71	55	62	69	65	58	67	65	73

Move the Conservative Party away from the Right and towards the political Centre

David Cameron	30	48	24	31	36	24	29	27	34	34	26	34	34	29	27	22
David Davis	10	15	9	7	12	8	7	8	15	11	9	9	12	9	10	8
Don't know	60	37	68	62	51	68	65	66	51	55	65	58	54	61	62	69

Campaign more on the economy and the public services, and less on immigration, than in this year's general election campaign

David Cameron	26	44	20	26	30	23	24	22	32	30	22	28	31	27	22	22
David Davis	10	17	9	7	12	9	7	8	15	11	10	8	12	9	12	9
Don't know	64	39	71	68	58	69	69	70	53	60	68	64	57	64	66	69

Commit the Party to big tax cuts even if it means big cuts in public services

David Cameron	13	21	10	9	13	13	9	12	17	14	12	9	16	14	12	15
David Davis	19	27	15	24	26	12	19	15	22	21	17	23	24	17	16	13
Don't know	68	51	75	67	61	75	72	73	61	66	71	68	61	69	72	73

Commit the party to big reforms in the public services such as health and education, including privatization where appropriate

David Cameron	20	39	13	14	19	20	14	17	27	22	17	17	21	21	18	20
David Davis	14	21	13	18	20	9	14	12	18	16	13	17	17	11	16	10
Don't know	66	40	74	68	61	71	72	72	55	62	71	66	61	68	66	70

Change its tax and social policies so that it gives less help to the well-off and more help to people on average and below average incomes

David Cameron	24	41	18	23	26	21	22	19	29	25	22	24	29	23	21	17
David Davis	10	18	8	8	13	8	7	9	15	11	9	9	12	10	12	8
Don't know	66	42	75	69	61	70	71	72	56	64	69	67	59	66	67	74

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:

	Unweight ed no.	Weight ed no.
Age and Gender		
Male 18 to 24	64	107
Male 25 to 39	265	273
Male 40 to 54	265	241
Male 55 +	403	313
Female 18 to 24	60	107
Female 25 to 39	285	284
Female 40 to 54	234	243
Female 55 +	371	378
Region		
London	362	409
Rest of South	457	389
Midlands and Wales	423	467
North	513	506
Scotland	192	175
Social Grade		
ABC1	1168	1051
C2DE	779	896
Newspaper Type		
Express / Mail	522	312
Sun / Star	294	428
Mirror / Record	199	312
Guardian / Independent	115	78
FT / Times / Telegraph	224	185
Other Paper	217	243
No Paper	376	389
Political Party Identification		
Lab	641	662
Con	572	487
Lib Dem	196	195
Others	85	58
None	422	496
Don't know	31	49

YouGov is a member of the British Polling Council and abides by its rules.

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