

YouGov / Daily Telegraph Survey Results

Sample Size: 2071

Fieldwork: 13th - 15th December 2005

Weighted N

Unweighted N

Total	Current Vote			Gender		Age			Social Grade	
	Con	Lab	Lib Dem	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE
2071	627	608	302	993	1078	610	725	736	1118	953
2071	710	637	301	1055	1016	485	722	864	1278	793
%	%	%	%	%	%	%	%	%	%	%

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

Con	38	100	0	0	34	41	34	35	43	42	32
Lab	36	0	100	0	37	36	38	39	33	31	44
Lib Dem	18	0	0	100	20	16	22	18	15	21	14
Other	8	0	0	0	9	7	6	8	9	6	10
<i>Would Not Vote</i>	6	0	0	0	6	6	8	5	4	5	7
<i>Don't know</i>	14	0	0	0	8	19	18	13	12	11	18

Who would make the best Prime Minister?

Tony Blair	30	2	84	12	33	26	28	31	30	27	32
David Cameron	30	84	1	10	30	30	24	28	37	35	25
Charles Kennedy	11	2	3	50	13	9	14	10	9	12	9
Don't know	30	12	13	28	24	35	35	30	25	26	34

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(to non-Con voters) 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	6	0	3	5	5	7	5	6	7	6	6
There is quite a good chance that I will vote Conservative next time	2	0	1	1	2	2	2	1	1	2	1
I may possibly vote Conservative next time	16	0	13	19	17	15	18	15	15	18	14
There is only an outside chance that I will vote Conservative next time	26	0	29	30	27	24	25	28	24	28	23
Whatever happens, I will certainly NOT vote for the Conservatives at the next election	37	0	49	42	38	36	28	39	43	37	37
I will almost certainly not vote at all at the next election	6	0	3	1	7	6	8	6	6	4	9
Don't know	8	0	3	2	5	10	14	6	3	4	11

(To all) Do you approve or disapprove of the Government's record to date?

Approve	30	4	77	19	33	27	30	30	30	29	31
Disapprove	54	91	11	63	55	53	47	52	62	59	49
Don't know	16	6	12	18	12	19	23	17	8	12	20

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

Get a lot better	2	1	3	3	3	2	4	2	2	2	2
Get a little better	18	11	30	18	18	17	27	15	13	19	16
Stay the same	31	24	44	32	31	32	30	31	33	30	33
Get a little worse	31	40	17	33	33	29	21	36	34	32	30
Get a lot worse	13	22	3	10	11	14	9	12	16	14	11
Don't know	5	2	3	3	4	6	10	4	3	3	8

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%	%	%	%	%	%	%	%	%	%	%

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

Conservative	30	84	2	13	30	30	25	29	35	36	24
Labour	35	3	84	33	41	29	34	35	35	34	36
Neither	20	7	8	44	20	21	19	23	19	20	21
Don't know	15	7	6	10	9	20	22	13	11	11	19

Suppose a Conservative Government were formed under Mr Cameron. Which of these statements comes closest to your own view?

I would be delighted	21	66	1	2	21	21	15	21	26	25	16
I would be dismayed	24	1	47	35	31	17	20	24	26	23	25
I wouldn't mind	36	30	32	48	35	36	39	33	36	37	34
Don't know	20	3	19	16	13	25	26	21	12	15	25

Which of each of the following pairs of words and phrases applies more to David Cameron?

David Cameron is...

Concerned for country as a whole	33	76	12	18	32	33	29	29	39	38	27
Concerned only for himself and his party	30	7	50	42	37	24	25	32	33	29	31
Don't know	37	18	38	40	31	43	46	39	28	33	42

David Cameron is...

Caring	32	70	13	26	32	32	33	30	34	36	28
Uncaring	12	2	20	17	16	8	11	12	13	10	14
Don't know	56	28	66	58	52	59	56	58	53	54	58

David Cameron is...

Tough	24	52	10	20	24	25	23	21	29	26	22
Not tough	16	7	25	21	20	12	17	15	16	14	18
Don't know	60	42	65	59	56	63	60	64	55	60	60

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	%	%	%	%	%	%	%	%	%	%	%

David Cameron...

Can be trusted	23	60	6	13	24	23	20	22	27	26	21
Cannot be trusted	21	4	34	27	25	16	20	20	21	20	22
Don't know	56	36	60	60	51	61	59	57	52	55	58

David Cameron is...

Competent	37	76	20	29	38	37	34	37	41	41	33
Incompetent	9	1	17	9	12	6	10	8	9	6	12
Don't know	54	23	64	62	50	57	56	55	50	52	56

David Cameron is...

A winner	39	83	16	32	40	38	35	37	44	44	34
A loser	11	1	22	11	15	7	9	10	13	9	14
Don't know	50	16	62	57	45	55	55	53	43	47	53

David Cameron is...

Firmly in charge	28	64	11	20	30	27	26	27	32	31	25
Not really in charge	24	7	39	31	29	19	19	26	26	22	26
Don't know	48	29	50	49	41	54	56	48	42	47	49

David Cameron is...

Decisive	36	74	18	31	36	37	32	36	41	40	32
Indecisive	10	2	20	13	14	7	11	9	11	8	13
Don't know	53	24	62	57	50	56	57	55	48	52	55

David Cameron is...

Likeable as a person	51	83	38	48	54	48	44	51	57	55	46
Not likeable as a person	12	3	22	14	15	9	12	12	12	12	12
Don't know	37	14	40	37	30	42	44	37	31	33	41

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%	%	%	%	%	%	%	%	%	%	%

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David Cameron ...

Listens to reason	26	58	13	15	27	25	24	25	29	27	25
Does not listen to reason	9	1	17	12	12	6	9	8	10	8	11
Don't know	65	41	70	73	61	69	67	67	61	65	64

Do you think the Conservative Party is becoming more concerned for the interests of people like yourself, less concerned, or is there no change?

It is becoming more concerned	32	65	14	24	31	32	30	31	34	36	26
It is becoming less concerned	11	3	18	12	12	10	10	12	11	9	13
There has not been any change	43	24	58	52	46	40	35	45	47	43	42
Don't know	15	8	11	13	11	19	25	13	8	12	18

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	65	114
Male 25 to 39	261	288
Male 40 to 54	279	257
Male 55 +	450	334
Female 18 to 24	67	114
Female 25 to 39	289	303
Female 40 to 54	246	259
Female 55 +	414	402
Region		
London	373	436
Rest of South	447	413
Midlands and Wales	469	498
North	584	540
Scotland	198	185
Social Grade		
ABC1	1278	1118
C2DE	793	953
Newspaper Type		
Express / Mail	559	332
Sun / Star	306	455
Mirror / Record	216	332
Guardian / Independent	129	82
FT / Times / Telegraph	282	197
Other Paper	236	259
No Paper	343	414

Political Party Identification

Lab	785	705
Con	617	516
Lib Dem	221	208
Others	70	62
None	347	528
Don't know	31	52

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