## YouGov/ Daily Telegraph Survey Results

**Sample Size:** 2245  
**Fieldwork:** 22nd - 24th January 2007

### Voting intention by Gender, Age, Social Grade, Region

<table>
<thead>
<tr>
<th>Voting intention</th>
<th>Gender</th>
<th>Age</th>
<th>Social Grade</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>18 to 34</td>
<td>35 to 54</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>2245</strong></td>
<td>683</td>
<td>550</td>
<td>322</td>
<td>1077</td>
</tr>
<tr>
<td><strong>Unweighted Sample</strong></td>
<td>716</td>
<td>626</td>
<td>311</td>
<td>1092</td>
</tr>
</tbody>
</table>

### Headline Voting Intention

- **Con:** 38%
- **Lab:** 31%
- **Lib Dem:** 18%
- **Other:** 13%

### Other Parties Voting Intention

- **SNP / PCY:** 4%
- **Green:** 2%
- **UKIP:** 3%
- **Vantis:** 0%
- **BNP:** 3%
- **Respect:** 0%
- **Other:** 1%

### Non Voters

- **Would Not Vote:** 7%
- **Don't know:** 14%

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

- **Approve:** 21%
- **Disapprove:** 64%
- **Don't know:** 15%

### Who would make the best Prime Minister?

- **Tony Blair:** 26%
- **David Cameron:** 28%
- **Sir Menzies Campbell:** 6%
- **Don't know:** 40%

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### Table: Voting intention, Gender, Age, Social Grade, Region

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Con</th>
<th>Lab</th>
<th>Lib Dem</th>
<th>Male</th>
<th>Female</th>
<th>18 to 34</th>
<th>35 to 54</th>
<th>55 +</th>
<th>ABC1</th>
<th>C2DE</th>
<th>London</th>
<th>Rest of England</th>
<th>Midlands and Wales</th>
<th>North</th>
<th>Scotland</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>All GB Adults</strong></td>
<td>2245</td>
<td>683</td>
<td>550</td>
<td>322</td>
<td>1077</td>
<td>1168</td>
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<td>1153</td>
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<td>623</td>
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<td>411</td>
<td>511</td>
<td>511</td>
<td>609</td>
<td>203</td>
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</table>

### Table: And which of these would make the best Prime Minister?

<table>
<thead>
<tr>
<th></th>
<th>Gordon Brown</th>
<th>27</th>
<th>5</th>
<th>20</th>
<th>32</th>
<th>23</th>
<th>27</th>
<th>31</th>
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<tbody>
<tr>
<td></td>
<td>David Cameron</td>
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<td>2</td>
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<tr>
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<td>21</td>
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<td>40</td>
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### Table: How do you think the financial situation of your household will change over the next 12 months?

<table>
<thead>
<tr>
<th></th>
<th>Get a lot better</th>
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<th>4</th>
<th>6</th>
<th>5</th>
<th>4</th>
<th>10</th>
<th>3</th>
<th>1</th>
<th>5</th>
<th>4</th>
<th>7</th>
<th>3</th>
<th>5</th>
<th>4</th>
<th>4</th>
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</thead>
<tbody>
<tr>
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<td>17</td>
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<td>20</td>
<td>31</td>
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<td>19</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
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<td>Stay the same</td>
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<td>30</td>
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<tr>
<td></td>
<td>Get a little worse</td>
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<td>40</td>
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<td>30</td>
<td>31</td>
<td>32</td>
<td>22</td>
<td>35</td>
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<td>36</td>
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<td>32</td>
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<tr>
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<td>9</td>
<td>13</td>
<td>12</td>
<td>7</td>
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<td>14</td>
<td>12</td>
<td>14</td>
<td>14</td>
<td>11</td>
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<tr>
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<td>3</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>3</td>
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</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>Conservative</th>
<th>32</th>
<th>82</th>
<th>2</th>
<th>17</th>
<th>34</th>
<th>30</th>
<th>28</th>
<th>31</th>
<th>36</th>
<th>35</th>
<th>29</th>
<th>41</th>
<th>38</th>
<th>30</th>
<th>26</th>
<th>19</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Labour</td>
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<td>83</td>
<td>27</td>
<td>34</td>
<td>27</td>
<td>32</td>
<td>33</td>
<td>26</td>
<td>30</td>
<td>31</td>
<td>25</td>
<td>21</td>
<td>34</td>
<td>34</td>
<td>41</td>
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<tr>
<td></td>
<td>Neither</td>
<td>25</td>
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<td>10</td>
<td>48</td>
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<td>23</td>
<td>25</td>
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<td>26</td>
<td>32</td>
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<tr>
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<td>9</td>
<td>16</td>
<td>17</td>
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<td>16</td>
<td>11</td>
<td>14</td>
<td>8</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Table: If you had to choose, which would you prefer to see after the next election, a Conservative government led by David Cameron or a Labour government led by Gordon Brown?

<table>
<thead>
<tr>
<th></th>
<th>Conservative government led by David Cameron</th>
<th>44</th>
<th>93</th>
<th>6</th>
<th>34</th>
<th>45</th>
<th>43</th>
<th>41</th>
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<th>52</th>
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<th>44</th>
<th>36</th>
<th>29</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Labour government led by Gordon Brown</td>
<td>38</td>
<td>3</td>
<td>89</td>
<td>45</td>
<td>42</td>
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<tr>
<td></td>
<td>Total</td>
<td>Con</td>
<td>Lib Dem</td>
<td>Lab</td>
</tr>
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<td></td>
<td>Samples</td>
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<td>716</td>
<td>626</td>
</tr>
</tbody>
</table>

### Are you satisfied or dissatisfied with Tony Blair as Prime Minister?
- Satisfied: 26
  - Male: 29
  - Female: 29
  - 18 to 34: 26
  - 35 to 54: 21
  - 55+: 22
  - ABC1: 22
  - C2DE: 23
- Dissatisfied: 65
  - Male: 30
  - Female: 28
  - 18 to 34: 28
  - 35 to 54: 31
  - 55+: 70
  - ABC1: 66
  - C2DE: 71
- Don't know: 9
  - Male: 10
  - Female: 9
  - 18 to 34: 14
  - 35 to 54: 9
  - 55+: 7
  - ABC1: 11
  - C2DE: 8

### Do you think David Cameron is, or is not, proving a good leader of the Conservative Party?
- Yes, he is proving a good leader: 42
  - Male: 48
  - Female: 40
  - 18 to 34: 46
  - 35 to 54: 38
  - 55+: 49
  - ABC1: 49
  - C2DE: 43
- No, he isn't: 29
  - Male: 34
  - Female: 27
  - 18 to 34: 27
  - 35 to 54: 31
  - 55+: 26
  - ABC1: 26
  - C2DE: 32
- Don't know: 29
  - Male: 35
  - Female: 33
  - 18 to 34: 33
  - 35 to 54: 32
  - 55+: 25
  - ABC1: 25
  - C2DE: 34

### If Gordon Brown becomes Prime Minister, do you think he will, or will not, prove a good Prime Minister?
- Yes, he will prove a good Prime Minister: 31
  - Male: 31
  - Female: 36
  - 18 to 34: 31
  - 35 to 54: 28
  - 55+: 31
  - ABC1: 29
  - C2DE: 23
- No, he won’t: 44
  - Male: 40
  - Female: 43
  - 18 to 34: 40
  - 35 to 54: 53
  - 55+: 45
  - ABC1: 48
  - C2DE: 48
- Don’t know: 25
  - Male: 29
  - Female: 26
  - 18 to 34: 26
  - 35 to 54: 24
  - 55+: 23
  - ABC1: 23
  - C2DE: 26

### If and when Gordon Brown becomes Prime Minister, do you think Britain will be better governed than it has been under Tony Blair, worse governed, or will the change not make much difference?
- Britain will be better governed under Gordon Brown: 18
  - Male: 19
  - Female: 17
  - 18 to 34: 17
  - 35 to 54: 20
  - 55+: 19
  - ABC1: 19
  - C2DE: 17
- Britain will be worse governed: 20
  - Male: 21
  - Female: 18
  - 18 to 34: 18
  - 35 to 54: 21
  - 55+: 21
  - ABC1: 22
  - C2DE: 22
- The change will not make much difference: 54
  - Male: 52
  - Female: 55
  - 18 to 34: 52
  - 35 to 54: 52
  - 55+: 56
  - ABC1: 54
  - C2DE: 53
- Don’t know: 8
  - Male: 4
  - Female: 10
  - 18 to 34: 13
  - 35 to 54: 8
  - 55+: 7
  - ABC1: 7
  - C2DE: 8