

YouGov / Sky News Survey Results

Sample Size: 1085 GB Adults

Fieldwork: 30th September - 1st October 2009

	Voting intention			Gender		Age			Social Grade		Region					Newspaper readership					
	Total	Con	Lab	Lib Dem	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Mid-market readers	Red top readers	Broadsheet readers	Sun readers	
Weighted Sample	1085	352	233	173	520	565	314	391	379	597	488	139	352	233	267	94	173	412	146	233	
Unweighted Sample	1085	359	227	164	500	585	259	395	431	627	458	145	356	226	263	95	224	292	192	176	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	40	100	0	0	39	40	39	38	42	41	38	39	49	42	34	14	56	32	46	44
Lab	26	0	100	0	27	25	28	30	22	25	28	29	21	21	36	30	20	36	22	22
Lib Dem	20	0	0	100	19	20	19	21	19	22	16	20	18	22	17	25	14	15	23	13
Other	15	0	0	0	16	14	15	12	18	12	19	12	12	16	13	32	10	18	9	21

Non Voters

Would Not Vote	6	0	0	0	3	8	8	7	3	4	8	5	6	3	8	9	4	8	1	11
Don't know	12	0	0	0	7	17	12	14	11	13	12	15	11	13	13	12	8	12	3	14

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

Very well	3	0	13	1	4	2	1	5	3	3	3	4	3	3	3	2	3	3	4	1
Fairly well	28	8	64	36	29	27	27	32	24	28	28	25	26	25	31	38	19	33	23	25
TOTAL WELL	31	8	77	36	33	29	28	37	27	31	31	29	29	28	34	40	21	36	27	26
Fairly badly	32	31	19	46	27	37	36	30	31	33	31	34	27	32	35	39	30	31	29	31
Very badly	34	60	1	17	37	30	29	30	41	34	33	34	40	38	27	19	46	28	44	39
TOTAL BADLY	65	91	20	64	64	67	65	60	71	67	63	68	67	69	61	58	77	59	73	70
Don't know	4	1	3	0	3	4	7	3	2	2	6	4	4	3	5	2	2	5	0	4

In your view should Gordon Brown stay on as Prime Minister or should the Labour Party replace him with someone else?

Mr Brown should stay on	38	27	71	42	41	35	33	42	38	42	34	38	37	32	41	52	37	38	43	29
He should be replaced as Labour Leader and Prime Minister	49	63	23	52	50	48	54	44	50	48	51	47	51	59	44	36	50	47	48	56
Don't know	13	10	6	6	9	16	13	13	12	11	16	15	12	9	16	12	13	15	9	15

	Voting intention			Gender		Age			Social Grade		Region					Newspaper readership					
Total	Con	Lab	Lib Dem	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Mid-market readers	Red top readers	Broadsheet readers	Sun readers		
Weighted Sample	1085	352	233	173	520	565	314	391	379	597	488	139	352	233	267	94	173	412	146	233	
Unweighted Sample	1085	359	227	164	500	585	259	395	431	627	458	145	356	226	263	95	224	292	192	176	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Sun newspaper has supported Labour at the last three general elections. It has now announced that it will back David Cameron and the Conservatives at the next election. It says it has done this because Labour has 'lost its way' after 12 years in power.

Do you agree or disagree that Labour has lost its way?

Agree	63	92	14	64	63	63	62	60	68	62	65	60	67	74	57	46	76	56	69	66
Disagree	27	4	80	28	30	24	23	31	26	30	24	27	24	20	34	39	20	32	26	20
Don't know	10	4	6	8	7	12	15	9	6	9	11	13	9	7	10	15	4	12	5	14

The Sun also says that 'the Conservative leadership can put the 'great' back into Great Britain'.

Do you agree or disagree with this view of the Conservative leadership?

Agree	29	75	3	6	30	28	30	25	32	27	30	29	37	32	22	11	43	24	37	32
Disagree	49	5	91	76	54	45	44	54	49	50	49	50	43	49	53	64	36	54	50	41
Don't know	22	20	6	17	16	27	26	21	20	23	21	21	20	20	26	25	21	23	13	27

How important do you think newspaper endorsements and recommendations are on how people vote at elections?

Very important	15	20	13	9	16	13	21	10	14	14	16	15	14	22	12	7	15	16	15	18
Fairly important	46	55	39	45	42	49	47	46	45	48	44	48	48	44	46	38	54	42	52	46
TOTAL IMPORTANT	61	75	53	54	59	62	68	56	59	61	60	64	62	67	57	44	68	58	67	64
Not very important	26	21	30	33	28	24	19	28	30	28	24	24	25	26	25	37	23	27	24	23
Not important at all	10	3	16	12	11	9	7	13	9	9	12	9	9	7	12	16	7	11	7	7
TOTAL NOT IMPORTANT	36	23	45	45	39	33	26	41	39	36	35	33	34	33	37	53	30	37	31	30
Don't know	4	2	2	1	2	5	5	3	2	3	5	3	4	1	6	3	2	5	3	6

	Voting intention			Gender		Age			Social Grade		Region					Newspaper readership					
Total	Con	Lab	Lib Dem	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Mid-market readers	Red top readers	Broadsheet readers	Sun readers		
Weighted Sample	1085	352	233	173	520	565	314	391	379	597	488	139	352	233	267	94	173	412	146	233	
Unweighted Sample	1085	359	227	164	500	585	259	395	431	627	458	145	356	226	263	95	224	292	192	176	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And how important will newspaper endorsements and recommendations be on how you personally decide to vote at the next election?

Very important	2	5	1	2	3	2	4	0	3	2	2	1	2	4	2	0	3	3	3	5
Fairly important	10	16	9	3	9	11	15	9	8	8	14	13	11	9	13	5	9	16	6	20
TOTAL IMPORTANT	13	20	9	5	12	13	19	9	11	10	16	13	13	13	14	5	12	19	9	25
Not very important	25	29	20	25	25	25	30	24	22	24	26	22	22	30	26	26	28	24	26	23
Not important at all	59	49	70	70	61	57	46	63	65	64	52	62	62	55	53	66	59	51	63	43
TOTAL NOT IMPORTANT	83	78	89	95	86	81	75	87	87	88	78	83	84	85	78	91	87	75	90	66
Don't know	4	1	1	0	2	6	6	4	2	2	6	3	3	2	7	4	2	6	1	9