

YouGov Survey Results

Sample Size: 1074 GB Adults
Fieldwork: 7th - 8th October 2009

| | 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 / Wales | North | Scotland | |
| Weighted Sample | 1074 | 342 | 261 | 153 | 516 | 558 | 309 | 389 | 376 | 591 | 483 | 137 | 349 | 230 | 264 | 93 |
| Unweighted Sample | 1074 | 363 | 254 | 142 | 504 | 570 | 259 | 370 | 445 | 636 | 438 | 144 | 358 | 230 | 246 | 96 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Headline Voting Intention

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

| | | | | | | | | | | | | | | | | |
|---------|-----------|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con | 40 | 100 | 0 | 0 | 39 | 42 | 40 | 39 | 41 | 41 | 38 | 43 | 48 | 37 | 37 | 23 |
| Lab | 31 | 0 | 100 | 0 | 31 | 30 | 30 | 36 | 26 | 31 | 30 | 29 | 26 | 31 | 38 | 29 |
| Lib Dem | 18 | 0 | 0 | 100 | 17 | 19 | 22 | 16 | 18 | 19 | 17 | 20 | 17 | 21 | 18 | 10 |
| Other | 11 | 0 | 0 | 0 | 13 | 10 | 8 | 10 | 15 | 9 | 15 | 9 | 9 | 11 | 7 | 39 |

Non Voters

| | | | | | | | | | | | | | | | | |
|----------------|-----------|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|
| Would Not Vote | 8 | 0 | 0 | 0 | 6 | 10 | 12 | 7 | 6 | 5 | 12 | 10 | 8 | 10 | 7 | 5 |
| Don't know | 13 | 0 | 0 | 0 | 7 | 17 | 15 | 12 | 11 | 13 | 13 | 11 | 11 | 18 | 12 | 12 |

Which of these would make the best Chancellor of the Exchequer?

| | | | | | | | | | | | | | | | | |
|------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Alistair Darling | 16 | 6 | 49 | 3 | 20 | 12 | 15 | 19 | 13 | 16 | 15 | 21 | 14 | 12 | 16 | 21 |
| George Osborne | 17 | 44 | 3 | 4 | 19 | 15 | 11 | 16 | 22 | 19 | 14 | 11 | 21 | 18 | 14 | 13 |
| Vincent Cable | 19 | 14 | 15 | 52 | 23 | 14 | 13 | 17 | 26 | 23 | 14 | 20 | 18 | 20 | 17 | 21 |
| Don't know | 49 | 37 | 34 | 42 | 38 | 59 | 61 | 49 | 39 | 43 | 57 | 49 | 46 | 51 | 53 | 45 |

Most economists and politicians agree that tough decisions will be needed over the next few years to reduce government borrowing.

Broadly speaking, do you think Labour's leadership is or is not being straight with the public about the tough decisions that will be needed?

| | | | | | | | | | | | | | | | | |
|-----------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Is being straight | 23 | 5 | 64 | 16 | 25 | 21 | 18 | 23 | 26 | 24 | 21 | 18 | 20 | 23 | 26 | 29 |
| Is NOT being straight | 64 | 92 | 22 | 72 | 65 | 63 | 57 | 67 | 66 | 65 | 63 | 63 | 70 | 60 | 60 | 63 |
| Don't know | 14 | 4 | 15 | 12 | 10 | 17 | 25 | 10 | 8 | 12 | 16 | 19 | 11 | 17 | 14 | 7 |

Broadly speaking, do you think the Conservative leadership is or is not being straight with the public about the tough decisions that will be needed?

| | | | | | | | | | | | | | | | | |
|-----------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Is being straight | 40 | 76 | 24 | 31 | 44 | 37 | 33 | 40 | 47 | 44 | 36 | 36 | 45 | 37 | 42 | 39 |
| Is NOT being straight | 41 | 11 | 64 | 52 | 41 | 41 | 39 | 42 | 40 | 39 | 43 | 42 | 36 | 42 | 42 | 50 |
| Don't know | 19 | 14 | 12 | 16 | 15 | 22 | 28 | 18 | 13 | 17 | 21 | 23 | 19 | 22 | 17 | 12 |

| | 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 / Wales | North | Scotland | |
| Weighted Sample | 1074 | 342 | 261 | 153 | 516 | 558 | 309 | 389 | 376 | 591 | 483 | 137 | 349 | 230 | 264 | 93 |
| Unweighted Sample | 1074 | 363 | 254 | 142 | 504 | 570 | 259 | 370 | 445 | 636 | 438 | 144 | 358 | 230 | 246 | 96 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

If elected, do you think the main priority of a Conservative government will be to protect the interests of the rich, people on average incomes, or the poor?

| | | | | | | | | | | | | | | | | |
|---------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| The rich | 49 | 11 | 81 | 69 | 52 | 46 | 43 | 52 | 51 | 49 | 49 | 48 | 40 | 52 | 54 | 61 |
| People on average incomes | 34 | 67 | 13 | 24 | 36 | 33 | 32 | 35 | 36 | 36 | 32 | 38 | 41 | 29 | 30 | 31 |
| The poor | 4 | 9 | 1 | 1 | 3 | 5 | 4 | 3 | 5 | 4 | 3 | 5 | 5 | 2 | 3 | 3 |
| Don't know | 13 | 14 | 5 | 5 | 9 | 16 | 21 | 10 | 9 | 10 | 16 | 9 | 14 | 17 | 12 | 5 |

If re-elected, do you think the main priority of a Labour government will be to protect the interests of the rich, people on average incomes, or the poor?

| | | | | | | | | | | | | | | | | |
|---------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| The rich | 21 | 29 | 3 | 23 | 20 | 23 | 15 | 22 | 25 | 18 | 25 | 16 | 23 | 22 | 21 | 20 |
| People on average incomes | 34 | 16 | 61 | 43 | 38 | 32 | 33 | 35 | 35 | 35 | 34 | 37 | 33 | 32 | 34 | 45 |
| The poor | 24 | 27 | 32 | 20 | 24 | 24 | 25 | 26 | 20 | 27 | 20 | 28 | 24 | 21 | 24 | 23 |
| Don't know | 21 | 28 | 5 | 14 | 19 | 22 | 28 | 17 | 19 | 20 | 22 | 19 | 20 | 25 | 22 | 12 |

And, if it had to choose, which group do you think SHOULD be the priority of the next government to help?

| | | | | | | | | | | | | | | | | |
|---------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| The rich | 1 | 1 | 1 | 2 | 2 | 1 | 3 | 1 | 0 | 1 | 2 | 2 | 1 | 2 | 0 | 1 |
| People on average incomes | 51 | 70 | 43 | 36 | 51 | 51 | 50 | 53 | 49 | 56 | 45 | 48 | 55 | 48 | 49 | 50 |
| The poor | 40 | 24 | 52 | 54 | 41 | 39 | 30 | 42 | 45 | 38 | 42 | 41 | 36 | 39 | 42 | 46 |
| Don't know | 8 | 5 | 4 | 8 | 6 | 10 | 17 | 4 | 5 | 6 | 11 | 9 | 7 | 10 | 8 | 3 |

Do you agree or disagree with these statements about David Cameron?

'He has repeatedly taken the wrong decisions about the measures needed to tackle the recession'

| | | | | | | | | | | | | | | | | |
|-------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Strongly agree | 12 | 2 | 30 | 11 | 15 | 10 | 10 | 12 | 14 | 11 | 14 | 8 | 10 | 11 | 16 | 17 |
| Tend to agree | 24 | 12 | 37 | 32 | 24 | 24 | 18 | 26 | 28 | 26 | 23 | 27 | 24 | 23 | 22 | 30 |
| Tend to disagree | 29 | 43 | 14 | 29 | 32 | 26 | 25 | 30 | 30 | 30 | 26 | 34 | 30 | 23 | 28 | 29 |
| Strongly disagree | 12 | 31 | 4 | 5 | 14 | 11 | 10 | 12 | 15 | 14 | 10 | 11 | 15 | 12 | 11 | 9 |
| Don't know | 23 | 12 | 16 | 23 | 15 | 30 | 38 | 21 | 13 | 20 | 26 | 21 | 20 | 31 | 23 | 15 |

'Coming from a well-off background, having attended Eton and Oxford, and never having done a 'real' job, he doesn't understand the problems normal people face in their everyday lives'

| | | | | | | | | | | | | | | | | |
|-------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Strongly agree | 26 | 5 | 51 | 30 | 28 | 24 | 23 | 28 | 27 | 23 | 30 | 22 | 20 | 28 | 33 | 31 |
| Tend to agree | 34 | 22 | 35 | 41 | 34 | 33 | 35 | 34 | 32 | 36 | 31 | 29 | 33 | 36 | 33 | 38 |
| Tend to disagree | 21 | 42 | 8 | 18 | 20 | 21 | 18 | 21 | 23 | 22 | 19 | 26 | 25 | 16 | 16 | 23 |
| Strongly disagree | 10 | 24 | 2 | 3 | 10 | 10 | 6 | 9 | 13 | 11 | 8 | 13 | 12 | 8 | 8 | 4 |
| Don't know | 10 | 7 | 4 | 8 | 7 | 12 | 19 | 7 | 5 | 8 | 13 | 10 | 9 | 13 | 11 | 4 |