

# YouGov Survey Results

Sample Size: 2105

Fieldwork: 22nd - 24th October 2007

Daily Telegraph

All GB Adults

Unweighted Sample

	Voting Intention			Gender		Age			Social Grade		Aggregated Government Office of the Region					
	Total	Con	Lab	Lib Dem	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>2105</b>	673	632	185	1010	1095	665	691	748	1135	968	266	677	454	520	188	
<b>2105</b>	722	616	186	1001	1104	643	606	856	1288	815	326	701	399	515	164	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

[excluding Don't Knows and Would Not Votes]

Con	<b>41</b>	100	0	0	39	42	37	39	45	43	37	45	51	40	34	19
Lab	<b>38</b>	0	100	0	39	37	38	43	34	35	42	36	30	40	50	34
Lib Dem	<b>11</b>	0	0	100	11	11	16	8	10	13	9	14	12	9	11	10
Other	<b>10</b>	0	0	0	11	10	9	10	11	9	12	6	8	11	5	37

## Other Parties Voting Intention

SNP / PCY	<b>4</b>	0	0	0	3	4	3	4	4	4	4	0	0	2	0	31
Green	<b>2</b>	0	0	0	1	2	3	1	2	2	2	3	2	1	1	2
UKIP	<b>2</b>	0	0	0	2	1	0	1	3	1	2	1	3	1	1	0
BNP	<b>2</b>	0	0	0	3	2	3	3	1	1	4	2	2	5	1	2
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Other	<b>1</b>	0	0	0	1	0	0	1	1	1	1	1	1	1	1	2

## Non Voters

Would Not Vote	<b>9</b>	0	0	0	7	11	11	9	7	8	10	8	9	9	9	8
Don't know	<b>12</b>	0	0	0	8	16	12	13	12	12	13	10	15	12	12	8

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

Approve	<b>30</b>	6	76	19	36	24	30	33	27	30	30	30	24	30	33	40
Disapprove	<b>55</b>	85	12	67	55	54	46	52	64	55	54	57	60	57	48	45
Don't know	<b>16</b>	10	13	15	9	22	24	15	8	15	16	13	15	14	19	15

## Are you satisfied or dissatisfied with Gordon Brown as Prime Minister?

Satisfied	<b>34</b>	7	79	30	37	32	39	34	31	34	35	31	29	34	37	48
Dissatisfied	<b>48</b>	83	9	46	51	45	38	47	57	48	46	52	53	51	42	31
Don't know	<b>18</b>	10	12	23	12	24	23	20	13	18	19	17	18	15	21	21

## Do you think that David Cameron is or is not proving to be a good leader of the Conservative Party?

Is proving to be a good leader	<b>40</b>	72	22	38	42	38	43	37	39	45	33	39	43	40	35	38
Is NOT proving to be a good leader	<b>36</b>	11	59	45	41	31	30	38	39	33	39	38	30	38	38	41
Don't know	<b>25</b>	18	19	18	18	31	27	26	22	22	28	22	27	22	28	21

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

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?

Labour government led by Gordon Brown	42	2	94	48	45	39	44	45	38	42	43	41	34	41	47	61
Conservative government led by David Cameron	39	95	1	29	41	38	36	37	45	42	37	41	48	39	35	23
Don't know	19	3	5	23	14	23	21	19	17	17	21	18	19	20	18	17

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

Labour	35	4	85	34	42	29	38	37	32	35	36	34	28	34	42	46
Conservative	32	82	2	16	33	31	26	31	37	35	28	34	39	32	27	15
Neither	21	9	9	36	18	24	21	21	23	20	22	22	24	20	18	25
Don't know	12	5	4	15	7	16	16	12	9	10	14	10	10	13	14	14

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

Get a lot better	3	3	3	1	4	1	5	2	1	3	2	3	2	2	3	5
Get a little better	17	14	25	23	21	13	26	16	10	18	16	19	15	16	18	22
Stay the same	33	24	48	32	28	37	32	32	35	31	36	30	30	36	37	29
Get a little worse	31	39	20	35	33	29	23	33	36	32	30	32	36	30	26	27
Get a lot worse	12	18	2	6	10	14	7	13	16	13	11	12	13	13	11	9
Don't know	5	2	3	4	4	6	8	4	2	4	5	5	4	3	5	8

In each of the following cases, which phrase more applies to Gordon Brown?

A

Concerned for the country as a whole	40	12	84	37	41	39	43	43	36	41	40	39	35	40	44	52
Concerned only for himself and his party	47	79	9	49	50	44	41	45	53	46	46	51	51	48	42	32
Don't know	13	9	7	15	9	17	17	12	11	13	14	10	14	12	14	16

B

Effective	37	9	78	39	43	32	37	39	35	37	37	39	31	36	39	53
Ineffective	42	76	7	38	42	42	36	42	48	42	43	44	46	46	38	29
Don't know	21	15	15	23	15	26	27	20	17	21	20	18	23	19	23	18

C

Can be trusted	31	8	71	26	35	27	31	33	28	31	30	29	26	29	34	43
Cannot be trusted	47	81	8	50	51	43	40	45	54	47	46	54	51	50	41	34
Don't know	23	11	22	24	15	30	29	22	17	22	24	18	23	21	25	23

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

D

Decisive	<b>39</b>	19	70	38	41	37	37	40	39	37	41	37	34	39	43	46
Indecisive	<b>44</b>	71	16	45	47	40	40	41	49	46	41	47	47	45	38	38
Don't know	<b>18</b>	11	15	17	12	23	22	19	12	18	18	16	19	17	19	17

E

Able to unite the nation	<b>22</b>	5	53	19	27	18	22	24	21	20	25	22	16	21	27	34
Not able to unite the nation	<b>54</b>	84	20	56	57	52	52	53	58	56	53	55	61	55	48	43
Don't know	<b>23</b>	11	27	26	17	30	26	23	21	24	22	23	22	24	25	23

F

Has a 'moral compass'	<b>42</b>	20	76	44	45	39	40	43	42	45	38	44	36	42	42	55
Does not have a 'moral compass'	<b>30</b>	51	5	28	33	27	23	29	36	29	31	32	34	29	26	23
Don't know	<b>29</b>	28	19	28	23	35	37	29	22	27	31	25	30	29	32	23

Here are some things people are saying about the two major parties and their leaders at the moment. Please indicate for each whether you think, on balance, it is true or not true.

David Cameron gives the impression of being 'genuine', somebody who says what he really believes

True, on balance	<b>44</b>	82	20	37	44	44	41	40	50	47	41	45	50	43	40	34
NOT true, on balance	<b>38</b>	10	64	49	42	34	39	39	36	37	38	39	33	39	40	44
Don't know	<b>18</b>	8	16	14	14	23	21	22	14	16	21	16	17	18	21	21

Gordon Brown has emerged as a man who dithers and cannot make up his mind

True, on balance	<b>46</b>	74	17	48	49	44	41	47	51	48	44	53	50	43	43	39
NOT true, on balance	<b>39</b>	18	71	39	42	37	38	40	39	38	40	35	34	43	42	45
Don't know	<b>15</b>	8	11	14	10	20	22	13	10	14	16	13	16	14	15	17

The Conservatives under David Cameron have greatly improved their chances of winning the next election

True, on balance	<b>55</b>	84	38	56	60	50	52	56	56	60	49	61	61	53	48	46
NOT true, on balance	<b>26</b>	7	46	27	26	26	23	26	28	23	29	25	19	30	31	29
Don't know	<b>19</b>	10	16	17	14	24	24	18	16	17	22	14	20	17	22	25

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

Compared with Gordon Brown, David Cameron seems a lightweight

True, on balance	40	16	71	43	45	35	34	43	42	39	40	42	34	42	41	48
NOT true, on balance	37	69	13	34	38	36	36	34	40	40	33	40	41	37	33	27
Don't know	24	16	16	23	17	29	30	23	18	21	27	18	25	21	26	25

In claiming that the Conservatives' improved position in the opinion polls had nothing to do with his decision not to hold an early general election, Gordon Brown treated the British people like fools

True, on balance	52	84	21	56	55	49	46	49	59	55	48	59	54	51	47	48
NOT true, on balance	30	8	59	27	32	28	30	30	29	28	32	28	26	33	31	34
Don't know	19	8	21	16	14	23	24	21	12	18	19	14	20	17	21	18

Whatever people say about him, Gordon Brown is still a more reliable man with greater experience than David Cameron

True, on balance	48	13	88	61	53	43	47	49	46	50	45	49	42	46	49	64
NOT true, on balance	32	68	4	26	31	32	27	31	36	32	31	34	36	33	28	20
Don't know	21	19	8	14	16	26	25	20	18	18	25	18	22	21	23	16

It is hard to know what a Conservative Government under David Cameron would actually be like

True, on balance	65	52	76	79	67	63	63	67	65	68	62	63	64	65	68	67
NOT true, on balance	18	33	14	10	20	16	16	16	22	18	17	22	20	19	13	14
Don't know	17	15	10	12	13	21	21	17	13	14	20	15	16	16	19	19

The way that Gordon Brown's Government is 'stealing the Conservatives' clothes' – on inheritance tax, for example – makes the Prime Minister and his colleagues look feeble and opportunistic

True, on balance	51	87	16	52	55	48	45	49	59	54	48	56	56	53	44	44
NOT true, on balance	29	5	64	29	33	26	28	32	28	30	27	30	25	28	31	38
Don't know	20	8	20	19	13	26	27	19	14	15	25	14	19	19	25	19

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

The health of the British economy compared with other countries' owes a lot to the policies Gordon Brown pursued when he was Chancellor of the Exchequer

True, on balance	51	35	79	57	57	45	48	50	53	53	48	51	46	52	51	62
NOT true, on balance	25	46	5	21	28	22	20	24	31	26	24	29	29	24	20	18
Don't know	24	20	16	21	15	33	32	26	16	21	28	20	25	24	29	20

David Cameron talks a good line but it is hard to know whether there is any substance behind the words

True, on balance	60	38	81	75	63	58	61	60	59	62	57	63	57	59	61	65
NOT true, on balance	19	42	7	11	20	18	15	17	25	20	19	19	21	21	16	16
Don't know	21	20	13	14	17	24	24	23	16	18	24	18	22	19	23	19

Here is a list of matters currently under consideration by Government ministers.

Which of these matters do you think the Prime Minister and the Government should be taking the MOST seriously and focussing on MOST? [Please tick up to 4.]

Reducing crime, especially violent crime	63	66	67	53	64	62	60	63	65	63	63	69	56	65	68	60
Cutting the number of Immigrants coming into the country	58	72	49	44	54	62	48	63	62	55	62	52	59	66	58	43
Reducing infections in hospital wards	48	49	50	40	43	52	41	45	57	49	47	46	51	47	47	49
Caring for the elderly and securing the future of peoples pensions	48	43	51	52	46	50	32	45	65	46	50	50	47	43	47	60
Improving educational standards in schools	34	30	38	46	32	37	41	33	30	38	30	40	33	34	34	33
Reducing taxes	26	32	19	25	28	24	36	26	18	24	29	24	26	28	27	24
Holding a referendum on the new EU reform treaty	23	41	10	15	27	19	11	22	34	25	20	27	24	24	20	19
Fighting climate change	22	12	29	41	22	22	29	22	16	25	19	22	25	19	19	31
Building more houses, especially affordable houses	22	13	31	26	23	21	27	21	18	20	24	25	22	18	21	28
Reviving peoples sense of Britishness	12	14	11	7	13	11	12	14	10	11	12	10	12	13	13	7
Reducing obesity levels, especially young people	10	6	13	15	11	9	15	10	6	10	10	9	10	10	11	8
Reducing congestion on the roads	8	5	9	13	9	6	8	8	7	8	7	5	9	8	7	7
Reforming the constitution	2	1	2	7	3	1	3	1	2	2	2	3	2	1	3	2
None of these	2	1	1	0	1	3	3	2	1	2	3	1	3	1	2	3

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

And which of these matters do you think the Prime Minister and the Government should be taking the LEAST seriously and focussing on LEAST? [Please tick up to 4.]

Reforming the constitution	46	47	50	46	51	42	41	47	49	50	42	51	46	45	45	43
Reviving peoples sense of Britishness	43	37	45	50	46	39	42	41	44	46	38	39	41	41	42	59
Holding a referendum on the new EU reform treaty	33	20	49	45	34	32	35	37	28	35	31	36	31	31	36	36
Reducing obesity levels, especially young people	32	41	27	29	32	32	24	33	37	32	31	28	35	32	33	23
Fighting climate change	26	37	19	16	31	22	20	24	34	26	27	26	28	27	27	16
Reducing congestion on the roads	25	30	23	21	24	26	24	27	24	23	28	32	24	23	28	16
Building more houses, especially affordable houses	21	32	14	18	22	20	19	22	21	21	20	12	25	20	24	13
Reducing taxes	18	9	27	25	20	16	13	17	23	18	17	17	18	18	17	21
Cutting the number of Immigrants coming into the country	11	5	15	18	13	9	14	8	12	12	9	14	10	10	10	16
Improving educational standards in schools	5	6	3	3	6	3	3	5	6	3	6	4	5	4	4	7
Reducing infections in hospital wards	3	3	2	3	3	2	3	3	2	3	2	3	2	3	2	2
Caring for the elderly and securing the future of peoples pensions	2	2	2	1	2	2	3	2	1	2	2	2	1	4	3	0
Reducing crime, especially violent crime	1	1	1	2	2	1	2	1	1	1	1	1	1	2	1	0
None of these	12	9	10	8	9	16	13	12	12	10	15	10	12	13	13	15

On a different subject, the two men listed below are currently the main contenders for the leadership of the Liberal Democratic Party.

Which of them do you think would do the better job of improving the Liberal Democrats prospects?

Nick Clegg	10	10	11	14	12	7	9	9	10	11	8	11	9	9	12	5
Chris Huhne	5	6	5	16	6	5	7	4	5	6	5	4	7	5	5	5
Both of them equally	12	13	12	25	13	11	12	11	13	13	11	12	13	12	10	13
Neither of them	17	17	18	6	21	12	15	17	18	16	17	19	16	19	15	15
Don't know	57	55	55	39	48	65	58	59	54	55	59	55	56	55	58	62

And suppose a Conservative Government were formed under David Cameron. Which of these three statements would come nearest to your own reaction?

I would be dismayed	33	3	68	50	38	28	33	33	33	33	32	35	29	33	35	39
I would be delighted	25	70	1	8	27	23	20	24	31	28	22	29	32	24	19	14
I wouldn't mind either way	28	22	21	31	24	31	29	28	27	26	30	25	25	29	29	33
Don't know	15	5	10	12	11	18	19	16	10	13	17	11	14	14	17	15

## 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.
<b>Age and Gender</b>		
Male 18 to 24	81	116
Male 25 to 39	286	295
Male 40 to 54	217	260
Male 55 +	417	339
Female 18 to 24	114	117
Female 25 to 39	347	307
Female 40 to 54	204	263
Female 55 +	439	409
<b>Region</b>		
London	326	266
Rest of South	701	677
Midlands and Wales	399	454
North	515	520
Scotland	164	188
<b>Social Grade</b>		
ABC1	1288	1135
C2DE	815	968
<b>Newspaper Type</b>		
Express / Mail	545	336
Sun / Star	310	463
Mirror / Record	189	336
Guardian / Independent	154	84
FT / Times / Telegraph	220	200
Other Paper	278	263
No Paper	405	420
<b>Political Party Identification</b>		
Lab	692	695
Con	570	525
Lib Dem	202	231
Others	61	63
None	501	538
Don't know	79	54

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

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