

YouGov / Daily Telegraph Survey Results

Sample Size: 2120

Fieldwork: 23rd - 25th July 2008

Daily Telegraph

All GB Adults
Unweighted Sample

	Voting Intention			Gender		Age			Social Grade		Region				
	Total	Con	Lab	Lib Dem	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North
2120	756	440	281	1018	1102	660	707	752	1145	975	266	683	456	525	190
2120	794	454	263	998	1122	571	726	823	1297	823	319	702	411	513	175
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	45	100	0	0	43	48	43	41	51	49	40	50	56	45	38	19
Lab	26	0	100	0	29	24	28	32	21	23	30	25	20	26	35	32
Lib Dem	17	0	0	100	16	18	20	16	15	18	16	15	19	19	16	10
Other	12	0	0	0	13	11	10	11	14	10	14	10	5	10	12	39

Other Parties Voting Intention

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

SNP / PCY	4	0	0	0	4	4	3	3	5	3	4	0	0	2	1	34
BNP	3	0	0	0	4	2	2	3	4	2	4	4	2	2	5	2
UKIP	2	0	0	0	2	2	2	3	2	2	3	1	2	3	3	1
Green	2	0	0	0	2	2	2	2	2	2	2	5	1	2	2	2
Respect	0	0	0	0	0	0	0	0	1	0	0	1	0	1	0	0
Other	1	0	0	0	1	1	1	0	1	1	1	0	0	1	2	1

Non Voters

Would Not Vote	9	0	0	0	7	10	13	9	5	6	11	6	7	12	10	5
Don't know	13	0	0	0	9	16	13	13	12	12	13	10	11	15	13	13

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

Approve	18	2	60	12	22	15	19	20	15	18	18	17	17	16	18	29
Disapprove	70	94	24	74	69	71	61	68	79	72	67	69	73	71	69	61
Don't know	12	4	16	15	10	15	20	12	6	11	15	15	11	14	13	10

Which of these would make the best Prime Minister?

Gordon Brown	18	1	68	7	22	14	17	20	17	17	19	15	14	16	20	35
David Cameron	37	84	6	13	39	36	37	33	41	42	32	42	45	36	33	19
Nick Clegg	7	1	1	38	8	6	7	7	6	7	6	6	8	8	6	5
Don't know	38	15	26	42	31	44	39	40	35	34	42	37	33	41	41	42

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

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

Satisfied	15	2	54	8	18	13	15	17	14	14	17	13	13	15	16	29
Dissatisfied	74	95	32	83	74	74	70	71	80	77	71	73	78	77	71	58
Don't know	11	3	14	9	9	13	15	12	7	9	13	14	9	8	13	13

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

Is proving a good leader	50	85	28	40	52	47	51	47	51	55	43	55	56	48	42	42
Is not proving a good leader	28	7	49	41	31	25	23	31	30	27	29	26	24	24	35	38
Don't know	22	8	23	18	17	27	27	22	19	18	28	19	20	27	23	20

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?

Conservative government led by David Cameron	52	98	5	43	52	51	49	47	59	56	47	58	62	52	43	30
Labour government led by Gordon Brown	31	1	90	39	34	28	31	35	26	29	33	27	25	29	36	49
Don't know	17	1	5	18	14	21	19	18	15	15	20	15	14	18	21	21

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

Conservative	37	82	4	23	39	36	33	35	44	42	32	43	46	37	30	22
Labour	23	1	75	24	27	19	26	24	19	21	25	18	20	21	26	37
Neither	29	10	15	46	25	32	26	30	29	26	32	26	24	29	34	35
Don't know	11	7	7	7	9	13	15	11	8	10	12	13	11	13	11	7

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

Get a lot better	1	0	3	1	1	1	2	1	0	1	1	2	1	1	1	2
Get a little better	9	8	18	7	12	7	16	8	5	9	10	11	8	10	10	10
Stay the same	14	11	21	17	16	13	15	12	15	14	14	15	14	15	11	20
Get a little worse	42	44	45	49	42	42	39	44	43	44	40	42	42	37	47	40
Get a lot worse	31	36	12	25	27	34	23	32	35	30	31	27	32	35	28	26
Don't know	3	1	2	1	3	3	5	3	2	2	5	4	3	2	4	3

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

When people think of a Government that has been in power for a long time, they sometimes say 'It's time for a change'.

Just at the moment how much sympathy do you have with the idea that it's time for a change?

A lot of sympathy	33	62	6	23	35	31	27	31	41	37	29	37	38	34	28	22
A fair amount	23	22	15	36	22	24	28	22	20	22	24	24	23	24	21	25
A little	19	5	33	24	19	19	21	21	15	18	20	20	15	19	21	23
None at all	21	10	43	17	21	20	16	23	22	20	22	16	19	19	25	26
Don't know	5	1	3	1	3	6	8	4	2	3	7	4	4	5	6	4

Thinking about David Cameron, would you say that your personal opinion of him has gone up over the past year or so gone down or stayed about the same?

Gone up	32	61	13	20	37	28	31	32	34	34	30	36	39	30	29	22
Gone down	16	3	32	20	17	14	14	16	17	14	17	14	13	12	19	24
Stayed about the same	45	35	50	55	42	48	43	47	45	47	43	44	42	50	45	48
Not sure	7	2	5	4	4	10	12	5	5	5	10	7	6	8	7	7

Here are some pairs of words and phrases that people sometimes use to describe political leaders. Please indicate which word or phrase in each pair you believe more applies to Mr CAMERON.

A heavyweight	23	47	9	14	25	21	21	23	25	25	21	25	28	25	19	13
A lightweight	50	27	72	64	52	48	43	52	53	51	48	50	42	47	57	62
Don't know	27	27	19	22	23	32	36	25	22	24	31	26	30	29	24	26
Experienced	27	52	13	18	25	30	30	27	25	28	27	31	34	27	22	16
Inexperienced	57	36	77	69	63	51	48	59	61	60	53	54	50	56	63	67
Don't know	16	12	11	13	13	20	22	13	14	13	20	15	16	18	15	17
Caring	52	85	29	44	51	53	53	48	56	58	45	56	58	51	49	40
Uncaring	22	2	46	28	25	19	20	24	22	20	25	19	16	22	31	28
Don't know	26	12	25	29	24	28	27	28	23	22	30	25	27	28	21	33

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Effective	44	80	20	34	48	40	46	39	46	50	37	49	49	44	38	36
Ineffective	30	6	58	39	33	28	25	35	31	29	33	26	24	27	38	45
Don't know	26	14	23	27	19	32	29	25	23	22	30	25	27	29	23	20
Has a clear sense of direction	45	80	20	35	43	46	45	44	46	49	40	50	51	46	38	32
Lacks a clear sense of direction	37	11	68	47	42	32	34	38	37	34	39	31	30	34	44	50
Don't know	19	10	13	19	15	22	21	19	17	17	21	18	19	19	18	18
Can be trusted	32	68	10	17	33	30	29	28	38	36	27	35	37	31	27	22
Cannot be trusted	35	7	67	47	39	31	35	39	32	31	40	30	28	37	40	46
Don't know	33	25	23	37	28	39	36	34	31	33	34	35	35	32	33	31
Competent	51	85	29	44	53	50	54	48	51	56	46	55	56	51	45	43
Incompetent	19	2	39	24	21	17	17	21	19	16	22	15	14	19	27	21
Don't know	30	13	33	33	26	34	30	31	30	28	32	30	30	30	28	36
Decisive	45	81	19	34	44	45	45	42	48	50	39	49	51	44	39	36
Indecisive	28	6	56	37	33	24	25	31	29	26	31	23	22	29	36	37
Don't know	27	14	25	29	23	31	31	28	23	24	30	29	27	28	25	28
Likeable as a person	57	86	37	49	60	55	51	57	63	62	52	60	62	54	54	52
Not likeable as a person	22	3	43	29	24	20	23	24	19	20	25	20	16	23	28	28
Don't know	21	11	21	22	16	25	25	19	18	19	23	20	22	23	18	21
In touch with ordinary people	33	65	11	19	32	35	31	32	37	38	28	39	40	31	29	20
Not in touch with ordinary people	44	13	75	58	48	40	41	45	44	41	47	40	35	44	49	63
Don't know	23	22	15	22	21	25	28	23	19	21	26	21	25	25	22	17
Deeply serious	27	52	10	20	30	25	26	26	30	30	24	31	31	28	25	15
Somewhat shallow	39	12	69	53	45	33	33	41	41	38	40	38	31	35	46	55
Don't know	34	36	21	27	25	42	41	33	29	32	36	31	38	37	30	30

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

People also use some of these same words and phrases to describe a whole political party. Please indicate which word or phrase in each of these pairs you believe more applies to the **CONSERVATIVE PARTY**.

Caring	28	64	7	9	27	29	24	25	35	31	25	29	34	28	25	15
Uncaring	48	14	81	69	52	43	45	53	44	46	49	45	39	48	52	69
Don't know	24	23	12	22	20	28	31	22	21	23	26	26	27	24	23	17
Has a clear sense of direction	38	72	16	28	36	41	38	38	39	42	34	43	43	41	31	30
Lacks a clear sense of direction	45	17	74	59	51	40	41	48	46	43	48	42	39	41	53	60
Don't know	16	11	10	13	13	19	21	14	15	15	18	15	18	18	16	9
Can be trusted	27	64	4	8	29	25	24	24	32	31	22	32	33	27	21	14
Cannot be trusted	48	10	84	69	50	46	45	53	45	45	51	46	40	47	54	64
Don't know	25	25	12	23	21	30	31	23	23	24	27	22	28	25	25	22
In touch with ordinary people	26	60	5	6	25	27	23	23	31	29	22	31	31	27	20	14
Not in touch with ordinary people	55	19	86	81	57	53	50	59	54	53	57	51	44	57	60	74
Don't know	20	21	9	14	18	21	26	18	15	18	22	18	24	16	20	12

A lot of people at the moment are critical of the overall performance of Gordon Brown and the Labour Government. If David Cameron and a Conservative government were in power do you think they would ...?

Do a lot better job than Labour	17	41	1	4	18	15	13	16	21	19	14	21	19	16	16	7
Do a somewhat better job than Labour	27	51	4	23	27	27	29	24	28	29	25	27	34	28	20	18
Do neither a better nor a worse job than Labour	28	7	29	44	25	31	28	30	26	27	29	25	24	30	29	36
Do a somewhat worse job than Labour	13	0	33	19	14	11	12	14	13	12	14	12	11	11	15	20
Do a lot worse job than Labour	9	0	30	7	10	8	7	12	8	8	10	8	6	8	12	14
Not sure	7	1	3	4	6	8	12	5	5	5	9	7	7	7	8	6

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

Some politicians have described Britain as 'a broken society'.
Do you personally believe British society today is broken or not?

Yes it is broken	64	78	41	62	63	65	62	63	67	65	63	65	63	67	66	56
No it isn't	23	13	47	31	28	19	22	25	23	24	22	22	24	22	22	30
Not sure	13	9	12	7	10	15	17	12	10	11	15	13	14	12	12	13

When you say that British society is broken which TWO of these statements come closest to what you have in mind?
[Please tick up to two statements]

[Excluding those who say Britain is not a broken society]

There is far too much crime and inconsiderate and anti-social behaviour	57	60	59	60	59	55	59	60	53	60	53	64	57	56	56	54
Too many immigrants are coming into the country	43	40	42	26	39	47	39	44	46	38	50	45	38	47	46	40
Inflation is high, and the economy is rapidly going into recession	28	28	21	32	22	33	35	29	21	27	29	18	31	33	27	22
There is too much drug-taking, binge-drinking and pregnancy among today's teenagers	22	25	23	17	23	20	19	20	25	23	20	26	23	17	21	25
Politicians far too often mislead the public and actually tell lies	19	17	13	20	23	14	11	19	24	18	19	20	18	16	20	24
There is a widening gulf between rich and poor	16	11	26	30	16	16	17	17	16	16	16	12	16	16	18	22
There are too many broken homes and failed marriages	13	17	11	13	17	10	15	9	15	15	11	16	14	13	10	12
None of these	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0

Some politicians also say that too many people today 'do not take responsibility for their own lives'.

Do you agree with that idea or not?

Yes I do agree: too many people today do not take responsibility for their own lives	72	84	66	67	73	71	68	73	75	77	67	76	71	74	72	68
No I don't agree: the majority of people do take responsibility for their own lives	22	15	30	27	22	23	24	22	20	19	26	17	23	21	22	27
Not sure	6	1	4	6	5	6	9	5	4	5	7	7	6	4	6	6

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

How much do you think politicians and governments can do to cause people to take greater responsibility for their own lives?

Politicians and governments can do a lot	37	49	25	35	37	36	29	39	41	38	35	38	36	38	38	32
They can do a little	36	36	42	36	38	34	41	36	32	37	34	37	37	33	35	40
They can't do very much	16	11	25	18	16	17	18	15	16	17	15	16	16	19	14	19
They can't do anything at all	4	1	4	6	4	4	2	5	5	3	5	2	3	6	6	3
Not sure	7	3	5	5	5	9	10	6	5	5	10	7	8	5	7	6

How effective do you think a Conservative Government under David Cameron would be in causing more people to take responsibility for their own lives?

Very effective	7	17	2	2	6	8	7	7	8	8	6	9	8	7	6	4
Fairly effective	31	61	9	20	33	28	30	28	34	34	27	36	35	30	27	21
Not very effective	28	10	41	45	30	27	23	33	29	28	29	26	26	27	30	39
Not at all effective	14	1	32	17	16	13	14	16	13	13	15	10	11	16	18	20
Not sure	20	11	16	16	14	25	27	17	16	16	24	20	20	20	20	17

Taking everything into account do you think Mr Cameron is an asset or a liability to the Conservative Party?

He is an asset	57	90	35	51	61	54	57	54	60	64	49	66	64	54	51	45
He is a liability	17	3	39	18	19	15	14	20	17	14	20	13	12	17	23	22
Not sure	26	7	26	31	20	32	29	26	23	22	30	21	24	29	26	33

Irrespective of how you yourself will vote who do you think will win the next general election?

Conservatives	64	91	34	68	67	62	60	64	68	70	57	68	72	62	60	51
Labour	15	3	45	9	17	14	17	16	13	13	18	14	9	15	20	28
Liberal Democrats	2	0	2	11	3	2	4	2	2	3	2	2	3	3	2	1
Some other party	2	0	1	0	2	2	2	3	2	1	3	1	1	4	1	4
Don't know	16	5	18	13	11	20	18	15	15	13	20	15	15	17	17	17

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

On a different subject, you may have heard that the Government earlier this week put forward proposals for reforming the benefits system. Here are some of the Government's proposals. Please indicate for each of them whether, from what you know, you are inclined to be in favour of it or opposed to it.

Require people on incapacity benefit to undergo more rigorous medical assessments to discover whether or not they are fit for work

I am inclined to be in favour	75	83	71	69	74	76	71	76	78	78	71	78	75	77	71	76
I am inclined to be opposed	15	10	21	21	18	13	15	15	16	13	18	12	13	15	20	17
Not sure	10	7	8	10	8	11	14	9	7	9	11	10	11	9	9	7

Require anyone claiming unemployment benefit for more than a year to do at least four weeks of unpaid work in the community

I am inclined to be in favour	78	84	74	81	78	79	73	81	81	82	74	81	82	77	74	77
I am inclined to be opposed	12	10	15	10	13	11	13	13	11	11	13	11	10	12	15	14
Not sure	9	6	11	9	9	10	14	7	8	7	12	7	8	11	11	9

Require anyone claiming unemployment benefit for more than two years to work full-time unpaid in the community

I am inclined to be in favour	68	76	67	64	68	67	62	70	70	71	63	70	69	67	66	65
I am inclined to be opposed	20	15	22	23	21	19	21	20	18	18	22	18	17	21	21	26
Not sure	13	10	11	13	11	15	17	10	12	11	15	12	14	13	13	9

Require people addicted to drugs such as heroin and crack cocaine to declare their problem and seek treatment if they are to continue receiving benefits

I am inclined to be in favour	89	93	86	89	88	89	83	89	93	90	87	88	88	89	90	90
I am inclined to be opposed	4	3	7	3	5	4	5	5	3	5	4	5	4	5	4	3
Not sure	7	4	7	8	7	7	12	6	4	5	9	8	8	7	7	6

Employ private firms to provide benefit claimants with 'back-to-work' programmes on the understanding that claimants who fail to take part in these programmes may lose their benefits

I am inclined to be in favour	65	74	60	63	62	68	67	64	65	68	62	69	67	65	63	59
I am inclined to be opposed	21	15	27	23	24	17	15	22	24	20	21	18	18	21	21	28
Not sure	14	11	13	14	13	15	18	14	11	12	17	12	15	13	16	13

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	85	117
Male 25 to 39	229	297
Male 40 to 54	274	264
Male 55 +	410	341
Female 18 to 24	92	117
Female 25 to 39	343	309
Female 40 to 54	274	265
Female 55 +	413	411
Region		
London	484	430
Rest of South	473	458
Midlands and Wales	432	474
North	545	554
Scotland	186	203
Social Grade		
ABC1	1297	1145
C2DE	823	975
Newspaper Type		
Express / Mail	517	339
Sun / Star	326	466
Mirror / Record	238	339
Guardian / Independent	139	85
FT / Times / Telegraph	211	201
Other Paper	263	265
No Paper	425	424
Political Party Identification		
Lab	744	700
Con	564	530
Lib Dem	198	233
Others	64	64
None	475	540
Don't know	75	53