

YouGov / Daily Telegraph Survey Results

Sample Size: 1926
Fieldwork: 25th - 27th March 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	Scotland
	1926	651	438	249	924	1002	589	654	683	1040	886	242	621	415	476	172
	1926	693	430	231	944	982	477	598	851	1180	746	284	618	398	474	152
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	43	100	0	0	42	44	41	40	48	46	40	47	53	42	37	19
Lab	29	0	100	0	28	30	29	35	24	26	33	31	22	29	35	37
Lib Dem	17	0	0	100	17	16	22	17	13	19	14	13	17	17	18	15
Other	11	0	0	0	13	10	9	9	15	10	13	9	7	11	11	29

Other Parties Voting Intention

SNP / PCY	3	0	0	0	3	3	2	2	4	4	2	0	0	2	1	26
Green	2	0	0	0	2	2	2	1	2	2	2	3	2	1	2	2
UKIP	3	0	0	0	3	2	1	2	4	3	2	0	3	4	2	1
BNP	3	0	0	0	4	1	2	2	3	1	4	5	1	3	4	1
Respect	0	0	0	0	1	0	0	0	0	0	1	0	0	1	0	0
Other	1	0	0	0	1	1	1	1	1	1	2	1	1	2	2	0

Non Voters

Would Not Vote	8	0	0	0	6	10	13	6	5	6	10	8	5	8	12	6
Don't know	14	0	0	0	10	18	12	16	13	12	16	13	14	13	15	13

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

Approve	21	3	67	13	23	18	19	26	17	22	19	28	17	18	21	29
Disapprove	64	92	13	71	66	62	55	59	75	66	61	55	70	63	63	57
Don't know	16	5	20	16	11	20	26	15	8	13	19	17	14	19	16	14

Which of these would make the best Prime Minister?

Gordon Brown	24	1	79	12	25	23	22	27	23	24	24	28	18	23	26	37
David Cameron	32	81	2	10	34	31	28	30	37	36	28	36	39	33	25	18
Nick Clegg	7	1	2	38	9	5	7	7	6	7	6	4	8	6	7	8
Don't know	37	16	17	40	32	42	43	36	34	33	42	32	35	38	42	38

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

Satisfied	23	3	68	20	24	23	25	26	19	23	24	26	18	22	25	39
Dissatisfied	63	93	18	66	67	59	54	61	72	66	59	63	67	64	59	54
Don't know	14	4	14	13	9	18	22	12	9	11	18	11	15	14	17	7

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

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

Is proving a good leader	44	78	27	35	47	40	46	42	44	48	38	49	50	39	38	38
Is not proving a good leader	34	11	54	43	36	32	26	38	36	33	35	28	30	33	39	44
Don't know	23	11	19	22	17	28	28	21	20	20	27	23	21	27	23	18

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	47	97	1	38	49	44	42	42	55	51	42	45	55	46	41	35
Labour government led by Gordon Brown	35	0	93	39	36	34	35	40	29	34	36	33	29	34	39	51
Don't know	19	2	6	23	15	22	23	18	16	15	23	22	17	20	20	14

Suppose a Conservative Government were formed under David Cameron which of these three statements would come nearest your own reaction?

I would be delighted	22	61	0	1	25	19	18	19	28	25	19	25	28	21	18	11
I would be dismayed	32	1	71	47	33	31	25	38	33	32	32	31	26	31	36	47
I wouldn't mind	33	36	20	42	31	35	37	32	31	35	31	28	35	34	32	35
Don't know	13	2	9	10	10	16	21	11	8	9	19	16	11	15	15	8

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

Conservative	35	84	2	15	38	32	30	31	43	39	29	38	42	34	28	25
Labour	27	2	84	20	29	24	27	31	22	26	27	30	23	24	27	40
Neither	27	7	9	58	24	29	24	29	27	25	28	20	24	28	32	26
Don't know	12	7	6	7	9	15	20	10	8	9	16	13	11	14	13	9

Do you think that Alistair Darling is doing a good job or a bad job as Chancellor of the Exchequer?

A good job	14	3	41	12	15	12	15	13	13	15	12	13	12	13	14	21
A bad job	56	79	23	58	61	51	47	56	64	58	53	58	56	56	56	54
Don't know	30	17	36	30	23	37	38	31	24	27	35	29	33	30	30	25

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

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

Get a lot better	2	1	3	2	3	1	5	1	1	1	2	4	1	1	2	1
Get a little better	10	8	13	15	11	10	17	9	5	11	9	12	9	9	11	12
Stay the same	20	14	37	19	20	20	22	20	19	20	20	22	18	20	17	34
Get a little worse	40	43	36	42	41	39	35	42	42	41	38	36	41	37	43	37
Get a lot worse	24	33	9	21	23	25	13	26	32	23	25	20	27	27	23	16
Don't know	4	2	3	2	4	5	9	3	2	4	5	5	4	6	4	1

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	13	35	0	2	15	11	11	10	17	14	12	17	16	12	9	8
Do a somewhat better job than Labour	25	55	2	18	27	24	22	26	28	29	22	21	32	25	23	18
Do neither a better nor a worse than Labour	29	9	29	44	27	31	31	30	27	28	31	28	29	26	30	37
Do a somewhat worse job than Labour	15	0	38	21	16	15	12	18	15	17	14	15	13	15	15	26
Do a lot worse job than Labour	9	0	26	8	10	8	7	11	7	7	11	8	5	11	12	9
Not sure	9	2	5	6	6	11	17	6	5	6	12	11	6	12	11	2

It's generally agreed that the British economy is now in real difficulties. Which of the following do you think is the single factor most to blame for the worsening situation?

The worldwide 'credit crunch'	52	37	78	60	52	51	56	54	46	53	51	53	49	50	54	57
International terrorism	3	2	3	4	3	3	3	2	2	3	2	3	2	2	4	1
The policies that Gordon Brown pursued during the time he was Chancellor	22	41	4	17	27	18	15	20	32	26	18	22	26	24	16	23
The policies now being pursued by Gordon Brown and his Government	8	13	1	11	8	9	5	9	10	8	9	4	8	9	10	7
Something else	5	3	5	3	5	5	6	6	4	4	6	5	5	4	6	8
Don't know	10	5	9	6	6	14	16	9	6	7	14	13	10	12	10	3

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

And which do you think is the next most important factor?

The worldwide 'credit crunch'	17	25	6	20	19	15	16	16	19	19	14	17	17	18	17	17
International terrorism	13	7	25	16	13	14	12	14	13	12	15	12	12	11	17	17
The policies that Gordon Brown pursued during the time he was Chancellor	16	23	8	14	16	16	15	16	17	16	16	17	18	16	13	18
The policies now being pursued by Gordon Brown and his Government	22	35	11	18	26	19	16	22	27	24	20	19	25	20	22	22
Something else	13	5	27	22	15	11	15	14	10	15	11	17	12	14	12	14
Don't know	8	1	15	4	6	10	9	8	7	7	10	6	6	10	10	10

Do you think the current economic downturn will be over and that things will start to improve later this year or is the downturn likely to continue into next year?

It will probably be over by the end of this year	12	10	19	10	14	10	12	11	13	13	11	13	11	11	12	17
It is likely to continue into next year	75	82	68	82	75	75	68	77	78	78	71	67	78	76	74	75
Don't know	13	7	13	7	11	15	20	12	9	9	18	20	11	13	14	8

Are you personally experiencing financial difficulties because of the current economic downturn?

Yes I am experiencing serious financial difficulties because of the downturn	9	10	6	9	8	9	6	13	7	7	11	10	9	10	9	3
Yes I am experiencing some difficulties but they are not serious just at the moment	42	48	36	43	40	45	35	44	48	41	44	35	45	44	42	41
No I am not experiencing any financial difficulties as a result of the downturn	42	39	52	43	45	39	47	38	41	46	37	46	40	39	41	53
Not sure	7	4	6	5	7	7	13	4	5	6	8	10	7	7	8	3

Apart from yourself do you know of anyone else who is experiencing financial difficulties because of the current downturn?

Yes I know a lot of other people who are in difficulties	16	21	11	13	15	17	12	19	17	14	19	13	16	18	16	14
Yes I know a few people who are	45	52	38	49	42	48	37	46	51	48	42	40	48	44	46	41
No I don't know of anyone	30	22	42	29	35	25	36	28	26	32	26	35	29	28	26	37
Not sure	10	5	9	9	9	10	16	7	7	6	14	12	7	10	12	9

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

Do the Government's policies for tackling the economic situation give you the feeling that it is or is not handling the situation properly?

Yes the Government does seem to be handling the situation properly	20	6	59	17	24	17	19	22	20	21	20	22	18	22	17	34
No it doesn't	59	86	18	67	60	59	53	57	67	63	55	55	64	61	58	50
Don't know	20	8	23	17	16	24	28	21	13	16	25	23	18	18	25	16

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	69	106
Male 25 to 39	224	269
Male 40 to 54	233	239
Male 55 +	418	310
Female 18 to 24	84	106
Female 25 to 39	260	283
Female 40 to 54	205	241
Female 55 +	433	373
Region		
London	398	356
Rest of South	448	452
Midlands and Wales	415	432
North	505	509
Scotland	160	177
Social Grade		
ABC1	1180	1040
C2DE	746	886
Newspaper Type		
Express / Mail	467	308
Sun / Star	268	423
Mirror / Record	190	308
Guardian / Independent	120	77
FT / Times / Telegraph	249	183
Other Paper	229	241
No Paper	401	385
Political Party Identification		
Lab	646	635
Con	515	482
Lib Dem	180	213
Others	92	58
None	442	491
Don't know	51	48