

YouGov / Daily Telegraph Survey Results

Sample Size: 2163
Fieldwork: 23rd - 25th June 2008

Daily Telegraph

	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
All GB Adults	2163	796	473	255	1039	1124	655	741	767	1167	995	272	696	466	535	194
Unweighted Sample	2163	830	478	251	1025	1138	560	745	858	1311	851	298	781	387	527	170
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	46	100	0	0	45	48	46	43	50	49	42	51	52	49	43	19
Lab	28	0	100	0	30	25	30	32	22	26	30	28	21	27	35	32
Lib Dem	15	0	0	100	14	16	18	14	14	15	15	16	18	13	15	7
Other	11	0	0	0	12	11	7	11	14	10	13	5	9	11	7	42

Other Parties Voting Intention

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

SNP / PCY	4	0	0	0	4	4	2	4	5	4	4	1	0	4	0	38
BNP	3	0	0	0	3	2	3	3	3	2	4	2	2	3	3	2
UKIP	2	0	0	0	2	2	1	2	4	1	3	1	3	2	1	0
Green	2	0	0	0	1	3	2	2	1	2	2	1	3	1	2	1
Respect	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0
Other	1	0	0	0	1	0	0	1	1	1	1	1	1	0	0	2

Non Voters

Would Not Vote	8	0	0	0	8	8	11	7	6	5	11	6	8	9	9	5
Don't know	13	0	0	0	8	17	13	13	13	10	16	8	11	12	15	20

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

Approve	17	2	60	11	20	14	17	18	16	19	14	20	14	15	20	22
Disapprove	70	93	24	78	70	70	61	69	79	70	70	66	76	72	67	58
Don't know	13	5	16	12	10	17	23	13	5	11	16	15	11	13	13	20

Which of these would make the best Prime Minister?

David Cameron	37	82	6	13	39	35	36	33	41	39	33	41	44	35	33	18
Gordon Brown	18	1	65	5	20	15	15	19	19	18	17	18	14	17	20	29
Nick Clegg	6	1	3	31	8	5	8	6	6	7	6	7	7	7	6	6
Don't know	39	16	26	51	33	45	41	43	35	36	43	35	36	41	41	47

Daily Telegraph

All GB Adults
Unweighted Sample

Total	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
2163	796	473	255	1039	1124	655	741	767	1167	995	272	696	466	535	194
2163	830	478	251	1025	1138	560	745	858	1311	851	298	781	387	527	170
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Satisfied	14	2	49	8	15	13	13	16	14	15	13	16	9	14	15	28
Dissatisfied	76	96	37	86	77	74	70	76	81	77	74	75	82	75	74	62
Don't know	10	2	14	7	8	13	17	9	5	7	13	9	9	11	11	11

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

He is doing a good job	12	2	39	11	14	10	10	12	13	14	10	16	10	10	13	14
He is doing a bad job	63	83	30	64	68	59	56	64	69	63	63	57	66	67	60	62
Don't know	25	15	31	25	18	31	34	24	19	23	28	28	24	23	27	24

Do you think Mervyn King is doing a good job or a bad job as Governor of the Bank of England?

He is doing a good job	35	39	48	39	47	25	27	34	44	41	29	43	37	35	31	32
He is doing a bad job	25	24	22	23	26	23	27	25	22	23	27	20	23	25	29	26
Don't know	40	37	30	38	27	52	46	41	34	37	44	36	40	40	41	43

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

Is proving a good leader	52	84	34	45	54	49	52	48	55	57	45	59	55	50	49	41
Is not proving a good leader	28	7	48	34	29	26	22	30	30	25	31	21	25	30	29	37
Don't know	21	9	18	21	17	24	26	22	15	18	24	20	20	21	22	22

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	54	99	7	51	56	53	54	52	56	57	51	56	60	56	52	35
Labour government led by Gordon Brown	29	0	88	31	31	28	28	32	28	29	29	30	25	29	31	42
Don't know	17	1	5	19	13	20	18	17	15	14	20	14	16	16	18	23

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

Conservative	38	83	3	20	40	37	38	33	43	43	33	43	44	39	34	23
Labour	23	2	80	14	27	20	23	24	21	23	22	27	17	21	25	35
Neither	29	11	12	52	27	32	25	34	29	26	34	21	31	30	30	31
Don't know	10	4	5	14	7	12	14	9	7	8	11	9	8	11	11	11

Daily Telegraph

All GB Adults
Unweighted Sample

Total	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
2163	796	473	255	1039	1124	655	741	767	1167	995	272	696	466	535	194
2163	830	478	251	1025	1138	560	745	858	1311	851	298	781	387	527	170
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Get a lot better	1	1	2	2	2	1	1	1	1	1	1	2	0	1	1
Get a little better	7	4	16	7	8	6	10	7	4	8	6	10	6	5	7
Stay the same	13	9	23	14	15	12	14	12	14	14	12	19	10	14	13
Get a little worse	39	40	43	39	38	40	41	39	37	41	36	41	39	35	41
Get a lot worse	36	45	13	36	36	37	26	38	44	34	39	26	40	41	34
Don't know	4	1	2	2	2	5	7	3	1	2	5	3	3	5	4

It is almost exactly a year since Gordon Brown took over from Tony Blair as Prime Minister. On balance, how would you rate Gordon Brown as Prime Minister compared with Tony Blair?

He is doing a better job than Tony Blair	3	2	7	4	3	4	2	3	5	4	3	2	4	3	3	5
He is doing a worse job than Tony Blair	49	58	47	49	54	44	51	52	43	51	47	54	49	47	50	42
He is neither better nor worse: he is just as good as Blair was	15	6	37	13	14	16	16	13	16	14	16	17	12	15	16	19
He is neither better nor worse: he is just as bad as Blair was	27	33	4	30	24	29	21	25	33	27	27	21	29	28	26	25
Not sure	6	1	5	5	4	8	10	6	3	5	8	6	6	7	5	10

Over the past year, has your opinion of Gordon Brown as Prime Minister ... ?

Gone up a lot	1	0	2	0	1	1	1	1	1	1	1	1	1	1	1
Gone up a little	6	2	16	4	5	6	7	5	5	6	5	8	3	8	4
Gone down a little	22	16	36	25	22	22	23	25	19	24	20	22	21	17	26
Gone down a lot	45	66	14	46	51	40	39	46	50	45	45	42	48	51	41
Stayed much the same	22	16	30	23	18	26	23	20	23	22	23	23	24	18	24
Don't know	4	1	2	3	3	6	8	4	2	3	6	5	4	5	4

Gordon Brown had, on the whole, a very high reputation as Chancellor of the Exchequer. Looking back do you think ...?

Despite what has happened since, it is still true that he deserved his very high reputation as Chancellor	41	24	79	47	43	40	45	44	35	43	40	43	39	39	43	50
In view of what has happened since, it is clear that he did not deserve his very high reputation as Chancellor	42	63	10	38	47	37	29	40	55	42	41	40	44	44	39	35
Not sure	17	13	11	16	10	24	26	16	10	15	19	17	17	18	18	15

Daily Telegraph

All GB Adults
Unweighted Sample

Total	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
2163	796	473	255	1039	1124	655	741	767	1167	995	272	696	466	535	194
2163	830	478	251	1025	1138	560	745	858	1311	851	298	781	387	527	170
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Here are some things people are saying about Gordon Brown at the moment. Please indicate whether you think, on balance, it is true or not true.

Under Gordon Brown, the Government has a clear sense of direction

True on balance	14	4	38	11	14	13	11	15	15	13	14	16	12	12	15	18
Not true on balance	71	89	40	78	73	69	61	72	78	73	68	69	75	72	66	67
Don't know	16	7	22	11	13	18	28	13	8	14	18	15	13	16	19	16

Compared with Gordon Brown, David Cameron seems a lightweight

True on balance	28	11	58	32	30	26	22	30	32	28	29	26	26	27	29	37
Not true on balance	50	78	25	45	55	46	47	49	54	54	46	57	54	50	48	35
Don't know	22	11	17	24	16	27	32	21	14	19	25	16	21	22	23	28

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

True on balance	64	86	31	70	66	63	53	66	73	66	63	69	67	63	63	58
Not true on balance	21	8	51	18	22	21	20	23	20	21	22	19	18	23	22	26
Don't know	15	5	18	12	12	17	27	11	7	14	16	12	15	14	15	16

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	46	39	67	54	48	44	37	50	49	49	43	48	44	46	45	52
Not true on balance	29	42	12	22	34	25	25	26	36	29	29	28	32	27	29	26
Don't know	25	19	21	24	18	31	38	24	14	22	28	24	24	28	26	21

It is almost tragic: Gordon Brown so much wanted to be Prime Minister and now it seems he is not up to the job

True on balance	71	90	35	78	72	69	63	72	76	72	69	71	75	68	67	67
Not true on balance	16	4	46	9	16	15	14	17	16	16	16	16	12	17	18	20
Don't know	14	6	19	13	12	15	24	11	8	13	15	13	13	15	15	13

Taking everything into account, do you think Gordon Brown is an asset or a liability to the Labour Party?

He is an asset	21	6	62	17	24	19	21	23	20	24	19	23	17	20	24	33
He is a liability	61	85	23	62	64	58	54	59	69	61	60	61	66	60	58	51
Don't know	18	10	15	21	12	23	25	18	11	15	21	16	17	20	18	16

Daily Telegraph

All GB Adults
Unweighted Sample

Total	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
2163	796	473	255	1039	1124	655	741	767	1167	995	272	696	466	535	194
2163	830	478	251	1025	1138	560	745	858	1311	851	298	781	387	527	170
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Conservatives	67	89	41	73	71	64	62	68	71	71	62	72	73	67	62	55
Labour	16	5	42	13	17	14	19	14	14	14	18	12	12	15	20	22
Liberal Democrats	2	0	1	6	1	2	3	1	1	2	1	2	2	1	1	2
Some other party	1	0	1	0	1	2	0	2	1	1	2	1	1	1	0	5
Don't know	15	6	15	8	10	18	17	14	13	13	17	13	12	16	17	17

How would you vote if each of the following were Prime Minister and leader of the Labour Party instead of Gordon Brown?

How would you vote if Ed balls were Prime Minister and leader of the Labour Party instead of Gordon Brown?

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

Con	51	97	7	5	49	52	51	46	54	53	46	55	57	57	45	21
Lab	21	1	82	6	22	20	21	27	16	21	21	22	17	19	27	24
Lib Dem	15	1	5	87	15	15	18	14	13	15	15	16	16	13	18	9
Other	13	1	6	2	14	13	10	13	16	10	18	8	10	11	10	46

Non Voters

Would Not Vote	9	3	5	4	8	10	7	9	10	7	11	8	11	10	8	5
Don't know	27	15	29	18	19	34	36	25	21	22	32	26	24	27	30	30

And how would you vote if Alan Johnson were Prime Minister and Labour leader?

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

Con	48	96	4	5	46	50	48	43	52	50	44	52	54	52	42	22
Lab	26	3	87	8	28	24	25	33	20	26	26	24	22	25	34	27
Lib Dem	14	1	5	84	14	14	18	13	12	14	14	16	15	12	15	8
Other	12	1	4	3	12	13	9	11	16	10	16	8	9	11	9	44

Non Voters

Would Not Vote	9	3	5	3	8	9	7	9	9	7	11	8	10	9	8	7
Don't know	27	16	27	22	19	35	35	24	22	24	31	26	25	27	29	29

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
2163	796	473	255	1039	1124	655	741	767	1167	995	272	696	466	535	194
2163	830	478	251	1025	1138	560	745	858	1311	851	298	781	387	527	170
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And how would you vote if David Miliband were Prime Minister and Labour leader?

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

Con	47	94	4	4	45	49	45	44	50	49	43	45	53	52	42	23
Lab	28	5	88	13	30	26	29	32	23	28	29	34	24	23	35	28
Lib Dem	13	1	3	80	12	14	17	12	12	13	14	14	14	14	14	7
Other	12	1	5	3	12	12	9	11	15	10	15	7	9	11	9	42

Non Voters

Would Not Vote	9	4	5	3	8	10	7	9	10	7	11	7	10	11	8	8
Don't know	25	14	24	19	18	32	34	22	19	21	29	22	23	25	28	30

And how would you vote if Jack Straw were Prime Minister and Labour leader?

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

Con	45	92	4	4	43	47	44	42	48	47	42	48	52	48	41	20
Lab	31	7	88	17	33	28	32	34	26	31	30	30	27	29	37	30
Lib Dem	12	0	4	76	12	13	15	12	11	12	12	15	12	11	15	8
Other	12	1	5	3	12	13	9	12	14	10	16	8	9	12	7	43

Non Voters

Would Not Vote	10	4	5	5	9	11	9	11	10	8	13	9	11	12	10	6
Don't know	23	13	21	17	16	29	32	21	16	19	27	20	22	22	24	27

Turning to the US elections, if you were a US citizen and could vote in the forthcoming American presidential election, who do you think you would vote for?

Barack Obama	53	51	64	70	55	52	55	54	51	56	50	61	53	48	51	62
John McCain	11	18	10	5	15	8	9	10	15	12	10	11	12	11	11	9
Someone else	8	8	5	5	8	7	4	8	10	7	8	6	9	7	7	7
Don't know	28	24	22	20	22	33	32	29	23	25	32	23	26	33	31	22

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	57	120
Male 25 to 39	265	303
Male 40 to 54	293	269
Male 55 +	410	348
Female 18 to 24	93	119
Female 25 to 39	345	316
Female 40 to 54	252	270
Female 55 +	448	419
Region		
London	461	410
Rest of South	528	484
Midlands and Wales	408	447
North	554	580
Scotland	178	201
Social Grade		
ABC1	1311	1167
C2DE	851	995
Newspaper Type		
Express / Mail	561	346
Sun / Star	323	476
Mirror / Record	213	346
Guardian / Independent	131	86
FT / Times / Telegraph	204	205
Other Paper	282	270
No Paper	448	432
Political Party Identification		
Lab	744	713
Con	564	541
Lib Dem	205	238
Others	82	65
None	503	552
Don't know	65	54