

YouGov / Daily Telegraph Survey Results

Sample Size: 1,003 Adults in Northern Lab/Con marginals
Aggregate vote share in 2005: Lab 44 Con 34 Lib Dem 7 Others 5
Fieldwork: 24th - 26th November 2009

	GB Sample	Voting intention			Gender		Age			Social Grade		
	Total	Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE
Weighted Sample	2004	1003	335	286	97	481	522	286	365	352	483	519
Unweighted Sample	2004	1003	337	267	115	453	550	219	356	428	574	428
		%	%	%	%	%	%	%	%	%	%	%
Headline Voting Intention <i>[Excluding Don't Knows and Wouldn't Votes]</i>												
Con	42	100	0	0	42	42	49	38	42	46	38	
Lab	36	0	100	0	36	36	32	45	31	33	40	
Lib Dem	12	0	0	100	11	14	14	10	13	14	10	
Other	9	0	0	0	11	8	6	8	14	7	12	
Other Parties Voting Intention												
UKIP	4	0	0	0	4	4	1	3	8	4	5	
BNP	2	0	0	0	3	2	2	2	3	1	4	
Green	2	0	0	0	1	2	2	1	2	1	2	
Respect	0	0	0	0	0	0	1	0	0	0	0	
Other	1	0	0	0	1	1	0	2	1	1	1	
Non Voters												
Would Not Vote	8	0	0	0	6	9	12	8	4	6	10	
Don't know	13	0	0	0	8	17	12	15	12	12	14	
Do you approve or disapprove of the Government's record to date?												
Approve	19	22	2	64	14	23	21	17	27	20	22	21
Disapprove	67	64	93	18	76	66	63	63	59	71	67	62
Don't know	14	14	6	18	11	12	17	20	14	9	11	17
Which of these would make the best Prime Minister?												
David Cameron	34	36	87	6	16	39	34	40	31	38	41	32
Gordon Brown	22	23	0	71	4	26	21	17	28	24	22	25
Nick Clegg	10	8	1	4	54	9	8	7	7	11	8	9
Don't know	34	32	12	19	26	26	38	36	34	27	29	35
Are you satisfied or dissatisfied with Gordon Brown as Prime Minister?												
Satisfied	22	25	4	67	15	25	25	22	30	22	21	28
Dissatisfied	67	65	91	20	78	67	63	65	59	70	69	60
Don't know	11	11	5	14	8	9	12	13	11	8	9	12

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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	48	50	89	32	45	54	48	56	45	51	56	45
Is not proving a good leader	31	32	5	50	43	34	31	26	36	34	29	36
Don't know	21	17	6	19	13	12	22	18	19	15	15	19
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	46	98	3	50	49	45	50	39	52	51	42
Labour government led by Gordon Brown	35	36	1	91	34	38	35	32	41	34	34	38
Don't know	18	18	1	6	17	14	21	18	20	15	14	21
Which party do you think is more likely to run Britain's economy well, the Conservatives or the Labour Party?												
Conservative	35	36	86	2	27	39	33	43	30	37	40	32
Labour	25	28	1	78	19	30	26	22	36	25	28	29
Neither	30	27	9	14	44	24	30	23	25	33	24	30
Don't know	10	9	4	6	10	6	11	13	9	5	8	10
How do you think the financial situation of your household will change over the next 12 months?												
Get a lot better	2	2	4	2	0	3	1	5	1	1	2	2
Get a little better	19	17	17	22	21	19	15	26	15	11	17	17
TOTAL GET BETTER	21	19	20	24	21	22	16	31	16	12	19	18
Stay the same	40	39	38	47	36	36	42	41	37	40	40	38
Get a little worse	27	28	32	21	34	28	28	16	32	34	32	24
Get a lot worse	9	10	6	6	8	11	9	7	9	13	6	13
TOTAL GET WORSE	36	38	39	27	42	39	36	23	41	46	38	37
Don't know	4	5	4	3	1	3	6	6	6	2	2	7
Looking further ahead, how do you think the financial situation of your household will change during the two or three years following the next 12 months?												
Get a lot better	7	6	7	9	4	7	6	11	5	3	6	6
Get a little better	29	28	33	31	32	31	25	38	29	19	31	25
TOTAL GET BETTER	36	34	40	40	35	38	31	49	34	22	37	31
Stay the same	27	29	30	32	27	26	31	29	28	30	29	29
Get a little worse	22	23	21	19	29	25	22	9	25	33	25	22
Get a lot worse	8	7	5	4	6	8	7	6	5	12	5	10
TOTAL GET WORSE	30	31	26	22	35	32	30	15	30	45	30	31
Don't know	7	6	4	6	3	4	8	7	8	4	4	9

GB Sample		Voting intention			Gender		Age			Social Grade		
Total	Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	
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Weighted Sample
Unweighted Sample

Overall, do you think the government's measures for tackling Britain's recession...?

	Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE
Have started to work	17	3	39	16	17	14	9	20	16	18	14
Will start to work in the near future	14	8	29	15	15	14	15	16	12	12	17
Will start to work but not for some time	20	23	21	21	22	22	32	18	18	19	25
Will make little or no difference to the economy	24	34	6	30	22	25	24	22	26	26	22
Will end up making things worse	19	26	1	13	19	13	10	14	23	18	14
Don't know	7	6	5	5	5	11	11	9	4	7	8

Thinking about possible results of the next general election, which of these do you think would be best for Britain?

	Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE
A Conservative government	27	81	2	5	34	28	36	27	31	36	26
A Labour government	19	0	67	1	24	18	13	27	20	19	22
A Conservative-Liberal Democrat coalition	18	15	1	43	13	16	15	9	19	15	14
A Labour-Liberal Democrat coalition	18	0	25	46	17	19	18	18	18	19	17
Don't know	18	4	6	6	13	19	18	19	12	11	21

Do you think Gordon Brown does or does not understand the everyday problems faced by people generally in your part of the country?

	Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE
He does understand our problems very well	8	1	22	5	7	8	5	8	9	7	8
He understands them fairly well	29	16	55	27	29	29	31	32	24	28	29
TOTAL WELL	37	17	77	32	37	36	36	40	33	35	38
He does not understand them very well	31	39	17	40	32	29	32	28	32	34	28
He does not understand them at all	28	41	3	25	27	28	23	26	33	26	29
TOTAL NOT WELL	58	80	20	65	59	57	55	54	65	60	56
Don't know	6	3	3	3	4	7	9	6	2	5	6

Do you think David Cameron does or does not understand the everyday problems faced by people generally in your part of the country?

	Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE
He does understand our problems very well	4	8	4	1	6	3	6	2	6	4	4
He understands them fairly well	33	66	13	33	35	30	38	30	31	35	31
TOTAL WELL	37	74	17	34	42	33	44	32	37	39	35
He does not understand them very well	27	17	34	31	27	28	23	27	31	31	24
He does not understand them at all	26	2	43	31	24	28	21	31	26	22	30
TOTAL NOT WELL	54	19	77	61	51	56	44	58	58	53	54
Don't know	9	7	6	5	8	11	13	10	6	8	11

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		%	%	%	%	%	%	%	%	%	%	%
Do you think the following will or will not happen if Labour wins the coming election?												
The quality of education in state schools will improve												
	Will happen	23	7	54	18	24	22	24	25	21	20	26
	Will not	55	78	22	64	57	54	51	51	63	60	50
	Don't know	22	15	24	18	20	24	25	24	17	20	24
The quality of care in the NHS will improve												
	Will happen	27	8	62	23	29	25	25	28	28	24	30
	Will not	56	79	21	62	56	55	50	55	61	61	51
	Don't know	17	14	17	15	15	20	25	18	11	15	19
The number of crimes committed each year will fall												
	Will happen	13	4	28	13	14	11	14	15	9	12	13
	Will not	65	80	40	69	67	63	57	63	72	67	63
	Don't know	23	16	32	18	20	26	29	22	19	21	25
The Government will spread the burden fairly if it needs to raise taxes												
	Will happen	29	9	68	23	30	28	24	31	31	27	30
	Will not	54	76	18	67	55	53	52	51	59	59	50
	Don't know	17	15	13	10	15	19	25	19	10	14	20
Britain's economy will grow stronger												
	Will happen	35	14	71	32	36	34	33	39	31	35	34
	Will not	45	70	10	53	47	44	37	41	56	48	42
	Don't know	20	16	19	15	18	22	29	20	13	17	24
Fewer immigrants and asylum seekers will enter Britain each year												
	Will happen	15	6	31	20	14	15	14	12	19	16	14
	Will not	66	84	41	66	68	64	60	70	67	67	65
	Don't know	19	11	28	14	18	20	26	19	14	18	21

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		%	%	%	%	%	%	%	%	%	%	%
And do you think the following will or will not happen if the Conservatives win the coming election?												
The quality of education in state schools will improve												
	Will happen	26	55	7	20	28	25	29	22	29	28	25
	Will not	48	20	73	56	49	46	42	52	47	50	45
	Don't know	26	26	19	24	23	29	29	26	24	22	30
The quality of care in the NHS will improve												
	Will happen	22	46	5	21	22	21	27	16	23	23	21
	Will not	52	23	80	51	53	51	41	56	56	55	49
	Don't know	27	31	16	28	24	29	32	28	21	22	31
The number of crimes committed each year will fall												
	Will happen	19	38	9	17	23	16	23	19	18	22	17
	Will not	52	31	64	59	52	51	43	55	56	52	51
	Don't know	29	31	27	24	24	33	34	26	27	26	31
The Government will spread the burden fairly if it needs to raise taxes												
	Will happen	22	49	6	17	24	20	23	19	25	25	19
	Will not	58	26	87	68	60	57	51	62	61	58	59
	Don't know	20	26	7	16	16	23	27	19	15	17	23
Britain's economy will grow stronger												
	Will happen	37	73	16	31	42	33	39	34	40	43	32
	Will not	36	8	57	39	35	38	30	41	37	35	38
	Don't know	26	19	27	29	23	29	31	25	23	22	30
Fewer immigrants and asylum seekers will enter Britain each year												
	Will happen	43	63	36	43	44	41	39	41	46	48	38
	Will not	36	20	43	37	37	35	33	40	35	35	37
	Don't know	22	17	22	20	19	24	28	19	19	17	26

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Weighted Sample

Unweighted Sample

	%	%	%	%	%	%	%	%	%	%	%
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Do you agree or disagree with the following statements?

The present government is no longer interested in Britain's future, only in doing and saying anything that will save Labour from a heavy defeat at the next election'

Strongly agree	35	60	4	31	38	33	31	30	44	38	33
Tend to agree	27	31	18	39	26	29	33	24	26	27	28
TOTAL AGREE	63	91	22	69	63	63	64	55	70	65	61
Tend to disagree	17	4	36	22	19	16	13	23	15	20	15
Strongly disagree	11	0	35	1	12	10	5	15	12	10	12
TOTAL DISAGREE	28	4	71	23	31	26	17	38	26	29	27
Don't know	9	4	7	8	6	12	19	7	4	6	12

'Gordon Brown's so-called guarantees, to halve government borrowing and to provide school pupils with a good education, are not worth the paper they are written on'

Strongly agree	30	54	2	28	33	28	26	26	39	33	28
Tend to agree	31	35	21	34	29	32	31	29	32	33	28
TOTAL AGREE	61	89	23	62	62	60	57	54	71	65	57
Tend to disagree	19	5	38	22	20	18	16	23	17	18	20
Strongly disagree	8	1	24	3	7	9	3	10	9	7	9
TOTAL DISAGREE	26	6	63	25	27	26	19	33	25	24	29
Don't know	13	5	14	14	11	14	24	13	4	11	15

'The Conservatives plans to cut inheritance tax by £200,000 for the richest 3,000 families in Britain show that they mainly want to help the rich, not ordinary people'

Strongly agree	29	6	51	31	30	28	21	31	34	27	31
Tend to agree	33	35	28	38	32	33	29	34	33	35	30
TOTAL AGREE	61	41	79	69	62	61	50	65	67	63	61
Tend to disagree	16	36	4	11	17	16	16	14	19	19	13
Strongly disagree	7	9	7	5	9	5	7	7	8	7	7
TOTAL DISAGREE	24	45	11	16	26	21	23	20	27	26	21
Don't know	15	14	10	15	12	18	28	15	6	11	19

'David Cameron was wrong to drop his 'cast-iron' guarantee to hold a referendum on Europe even though the new Lisbon Treaty has been ratified throughout the European Union'

Strongly agree	24	20	23	24	26	22	13	23	34	20	28
Tend to agree	29	31	31	20	29	29	28	30	27	29	28
TOTAL AGREE	53	51	54	44	54	51	41	53	62	49	56
Tend to disagree	15	21	13	19	18	11	13	13	17	18	12
Strongly disagree	10	12	11	11	13	7	7	10	13	14	7
TOTAL DISAGREE	25	33	24	30	31	19	20	24	30	31	19
Don't know	23	16	22	26	15	30	39	24	9	20	25

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Weighted Sample
Unweighted Sample

The next election will be fought under new boundaries. It has been estimated that your constituency is a 'Labour marginal' – that is an area where Labour came first at the last election, narrowly ahead of the Conservatives, and with the Liberal Democrats in third place. It will be voters in places like yours who decide whether Labour or the Conservatives have the most seats in the next parliament

Headline Voting Intention

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

Con	43	98	2	11	43	43	54	36	43	49	38
Lab	35	1	93	9	35	35	29	44	30	32	38
Lib Dem	11	0	3	79	11	11	11	11	12	12	10
Other	11	1	2	2	11	11	6	9	15	7	14

Other Parties Voting Intention

UKIP	5	1	1	0	5	5	2	4	8	4	6
BNP	3	0	0	2	3	3	2	3	3	1	5
Green	1	0	1	0	1	2	2	1	2	2	1
Respect	0	0	0	0	0	0	0	1	0	0	0
Other	1	0	0	0	1	1	0	1	2	1	1

Non Voters

Would Not Vote	7	0	1	0	6	8	11	7	3	4	9
Don't know	12	3	6	2	9	15	16	12	9	11	13