

## YouGov Survey Results

Sample Size: 1074 GB Adults  
Fieldwork: 7th - 8th October 2009

	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	
<b>Weighted Sample</b>	<b>1074</b>	342	261	153	516	558	309	389	376	591	483	137	349	230	264	93
Unweighted Sample	1074	363	254	142	504	570	259	370	445	636	438	144	358	230	246	96
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>40</b>	100	0	0	39	42	40	39	41	41	38	43	48	37	37	23
Lab	<b>31</b>	0	100	0	31	30	30	36	26	31	30	29	26	31	38	29
Lib Dem	<b>18</b>	0	0	100	17	19	22	16	18	19	17	20	17	21	18	10
Other	<b>11</b>	0	0	0	13	10	8	10	15	9	15	9	9	11	7	39

### Non Voters

Would Not Vote	<b>8</b>	0	0	0	6	10	12	7	6	5	12	10	8	10	7	5
Don't know	<b>13</b>	0	0	0	7	17	15	12	11	13	13	11	11	18	12	12

### Which of these would make the best Chancellor of the Exchequer?

Alistair Darling	<b>16</b>	6	49	3	20	12	15	19	13	16	15	21	14	12	16	21
George Osborne	<b>17</b>	44	3	4	19	15	11	16	22	19	14	11	21	18	14	13
Vincent Cable	<b>19</b>	14	15	52	23	14	13	17	26	23	14	20	18	20	17	21
Don't know	<b>49</b>	37	34	42	38	59	61	49	39	43	57	49	46	51	53	45

### Most economists and politicians agree that tough decisions will be needed over the next few years to reduce government borrowing.

#### Broadly speaking, do you think Labour's leadership is or is not being straight with the public about the tough decisions that will be needed?

Is being straight	<b>23</b>	5	64	16	25	21	18	23	26	24	21	18	20	23	26	29
Is NOT being straight	<b>64</b>	92	22	72	65	63	57	67	66	65	63	63	70	60	60	63
Don't know	<b>14</b>	4	15	12	10	17	25	10	8	12	16	19	11	17	14	7

#### Broadly speaking, do you think the Conservative leadership is or is not being straight with the public about the tough decisions that will be needed?

Is being straight	<b>40</b>	76	24	31	44	37	33	40	47	44	36	36	45	37	42	39
Is NOT being straight	<b>41</b>	11	64	52	41	41	39	42	40	39	43	42	36	42	42	50
Don't know	<b>19</b>	14	12	16	15	22	28	18	13	17	21	23	19	22	17	12

	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
<b>Weighted Sample</b>	<b>1074</b>	<b>342</b>	<b>261</b>	<b>153</b>	<b>516</b>	<b>558</b>	<b>309</b>	<b>389</b>	<b>376</b>	<b>591</b>	<b>483</b>	<b>137</b>	<b>349</b>	<b>230</b>	<b>264</b>	<b>93</b>
Unweighted Sample	1074	363	254	142	504	570	259	370	445	636	438	144	358	230	246	96
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If elected, do you think the main priority of a Conservative government will be to protect the interests of the rich, people on average incomes, or the poor?

The rich	49	11	81	69	52	46	43	52	51	49	49	48	40	52	54	61
People on average incomes	34	67	13	24	36	33	32	35	36	36	32	38	41	29	30	31
The poor	4	9	1	1	3	5	4	3	5	4	3	5	5	2	3	3
Don't know	13	14	5	5	9	16	21	10	9	10	16	9	14	17	12	5

If re-elected, do you think the main priority of a Labour government will be to protect the interests of the rich, people on average incomes, or the poor?

The rich	21	29	3	23	20	23	15	22	25	18	25	16	23	22	21	20
People on average incomes	34	16	61	43	38	32	33	35	35	35	34	37	33	32	34	45
The poor	24	27	32	20	24	24	25	26	20	27	20	28	24	21	24	23
Don't know	21	28	5	14	19	22	28	17	19	20	22	19	20	25	22	12

And, if it had to choose, which group do you think SHOULD be the priority of the next government to help?

The rich	1	1	1	2	2	1	3	1	0	1	2	2	1	2	0	1
People on average incomes	51	70	43	36	51	51	50	53	49	56	45	48	55	48	49	50
The poor	40	24	52	54	41	39	30	42	45	38	42	41	36	39	42	46
Don't know	8	5	4	8	6	10	17	4	5	6	11	9	7	10	8	3

Do you agree or disagree with these statements about David Cameron?

'He has repeatedly taken the wrong decisions about the measures needed to tackle the recession'

Strongly agree	12	2	30	11	15	10	10	12	14	11	14	8	10	11	16	17
Tend to agree	24	12	37	32	24	24	18	26	28	26	23	27	24	23	22	30
Tend to disagree	29	43	14	29	32	26	25	30	30	30	26	34	30	23	28	29
Strongly disagree	12	31	4	5	14	11	10	12	15	14	10	11	15	12	11	9
Don't know	23	12	16	23	15	30	38	21	13	20	26	21	20	31	23	15

'Coming from a well-off background, having attended Eton and Oxford, and never having done a 'real' job, he doesn't understand the problems normal people face in their everyday lives'

Strongly agree	26	5	51	30	28	24	23	28	27	23	30	22	20	28	33	31
Tend to agree	34	22	35	41	34	33	35	34	32	36	31	29	33	36	33	38
Tend to disagree	21	42	8	18	20	21	18	21	23	22	19	26	25	16	16	23
Strongly disagree	10	24	2	3	10	10	6	9	13	11	8	13	12	8	8	4
Don't know	10	7	4	8	7	12	19	7	5	8	13	10	9	13	11	4