

YouGov Survey Results

Sample Size: 2,042

Fieldwork: 26th - 28th March 2007

	Voting intention			Gender		Age			Social Grade		Region					
Total	Con	Lab	Lib Dem	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	Lon-don	Rest of South	Midlands & Wales	North	Scot-land	
ALL	2042	599	490	256	981	1061	654	662	727	1101	937	428	409	491	531	184
Unweighted Sample	2042	628	588	247	1039	1003	501	535	1006	1218	820	329	487	444	601	181
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Voting Intention (excluding don't knows, would not vote)

Con	39	100	0	0	38	40	37	36	43	43	33	46	45	39	34	21
Lab	32	0	100	0	32	32	33	36	28	28	37	23	25	34	40	37
Lib Dem	17	0	0	100	15	19	22	16	13	18	15	20	18	15	16	11
Other	13	0	0	0	16	10	9	13	17	11	15	11	12	11	10	32

Other Parties

UKIP	4	0	0	0	4	3	1	1	7	3	5	3	6	3	3	1
BNP	3	0	0	0	4	3	2	5	3	2	4	2	3	3	4	4
SNP / PCY	3	0	0	0	4	1	1	3	3	3	3	1	0	2	0	22
Geen	2	0	0	0	2	2	2	2	2	2	1	2	1	2	2	0
Respect	1	0	0	0	0	1	0	1	1	1	0	2	0	0	0	0
Veritas	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	2	0	0	0	2	1	2	1	1	1	2	1	2	1	1	4

Non Voters

Would Not Vote	10	0	0	0	9	10	13	8	7	7	13	7	9	10	13	4
Don't know	15	0	0	0	10	19	17	16	12	14	16	17	14	17	11	18

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

Suppose you decided not to vote for your first-choice party but decided to vote for some other party. Which party do you think that would be?

Liberal Democrat	21	23	33	0	21	22	20	22	21	21	21	19	19	22	23	23
Green	13	6	14	30	11	15	12	16	12	15	10	12	13	16	12	10
United Kingdom Independence Party (UKIP)	10	18	2	4	11	9	5	12	12	10	10	11	11	11	10	4
Conservative	8	0	9	16	8	8	10	6	8	8	8	8	7	5	9	12
British National Party (BNP)	8	12	3	4	9	7	9	8	7	7	9	6	7	11	9	1
Labour	7	6	0	21	8	6	11	6	4	7	7	7	8	4	7	8
Scottish National (SNP) / Plaid Cymru	2	1	2	2	2	1	2	2	2	2	3	0	0	3	0	11
Respect	2	1	1	5	3	0	3	1	1	2	1	4	1	1	1	1
Veritas	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
I would vote for my first-choice party but not for any other	22	22	27	13	21	22	18	20	26	21	23	24	23	20	20	23
Don't know	9	9	8	7	7	11	11	7	8	8	9	9	12	7	8	7

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

Approve	23	5	70	16	28	18	22	25	21	22	24	18	19	21	27	35
Disapprove	61	88	15	64	61	62	54	59	70	65	57	66	66	61	57	53
Don't know	16	7	15	20	11	20	24	16	9	13	19	16	15	18	16	12

Who would make the best Prime Minister?

Tony Blair	28	6	80	14	33	24	29	30	24	26	30	22	24	30	31	34
David Cameron	27	73	3	8	28	25	22	26	32	29	24	32	29	27	23	21
Sir Menzies Campbell	6	2	1	30	7	6	5	8	7	8	5	8	6	5	5	11
Don't know	39	19	15	47	32	46	44	36	37	37	42	38	42	38	41	34

And which of these would make the best Prime Minister?

Gordon Brown	25	2	72	20	29	23	24	27	25	25	26	24	15	25	29	40
David Cameron	30	80	5	10	33	27	25	29	35	33	27	36	34	29	25	23
Sir Menzies Campbell	7	2	1	32	8	5	4	8	7	8	5	8	6	6	5	9
Don't know	38	16	22	38	31	45	46	36	33	35	42	32	45	40	41	28

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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	3	1	5	4	2	3	5	2	1	3	3	5	1	2	3	1
Get a little better	21	16	30	25	22	19	34	18	10	21	20	22	18	20	20	28
Stay the same	30	24	43	30	28	31	26	31	32	29	30	28	28	28	31	36
Get a little worse	32	42	18	33	33	31	20	35	39	34	30	31	32	32	34	26
Get a lot worse	12	16	4	7	12	12	10	9	16	11	13	11	16	14	10	6
Don't know	4	2	1	2	3	4	4	4	2	2	5	3	5	4	2	4

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

Conservative	32	82	2	16	34	29	28	30	36	34	28	40	35	30	28	19
Labour	29	3	85	24	34	25	30	32	27	28	31	27	25	28	32	42
Neither	26	10	7	45	23	29	25	25	29	26	26	20	26	29	27	29
Don't know	13	6	6	15	9	17	18	13	9	11	15	13	14	13	13	9

Suppose a Conservative Government were formed under David Cameron after the next election. Which of these three statements comes closest to your own view?

I would be delighted	17	55	1	2	18	16	13	16	22	19	15	23	20	18	12	10
I wouldn't mind	36	43	19	48	38	34	42	34	33	37	34	36	39	34	37	33
I would be dismayed	31	1	70	36	34	29	25	34	34	30	32	27	27	28	35	47
Don't know	16	2	11	16	10	21	20	16	12	13	19	14	15	20	16	11

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	44	96	4	32	46	42	41	41	50	49	39	52	49	42	39	34
Labour government led by Gordon Brown	34	1	85	40	38	31	33	38	32	32	36	29	27	32	40	52
Don't know	22	3	11	28	16	27	26	21	18	19	25	19	24	26	21	14