

## YouGov / Sky News Survey Results

Sample Size: 1612

Fieldwork: 5th - 6th December 2005

Weighted N

Unweighted N

Total	Vote Intention			Gender		Age			Social Grade	
	Con	Lab	Lib Dem	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE
<b>1612</b>	407	407	205	775	837	503	538	571	871	741
<b>1612</b>	462	401	221	785	827	360	583	669	1009	603
%	%	%	%	%	%	%	%	%	%	%

If there were a general election tomorrow, which party would you vote for?

(excluding don't knows, would not vote)

Conservative	<b>36</b>	100	0	0	33	39	30	34	43	44	27
Labour	<b>36</b>	0	100	0	38	34	45	36	29	28	46
Liberal Democrat	<b>18</b>	0	0	100	19	18	19	18	18	20	15
Other	<b>10</b>	0	0	0	11	9	6	12	11	8	12
<i>Would not vote</i>	<b>6</b>	0	0	0	5	7	10	5	5	7	6
<i>Don't know</i>	<b>14</b>	0	0	0	7	21	18	11	14	12	17

Which of these statements do you think applies to Tony Blair? [Please tick all that apply]

He has an attractive personality	<b>18</b>	7	37	12	23	13	19	16	19	18	17
He has good ideas for Britain's future	<b>19</b>	1	54	9	23	15	23	19	15	17	21
He does not understand the problems faced by people like me	<b>43</b>	63	14	56	43	43	33	47	49	43	43
He is more honest than most politicians	<b>16</b>	4	42	5	20	13	19	17	13	14	19
He has not made it clear what he really stands for	<b>36</b>	47	15	46	34	37	33	36	37	39	31
None of these apply	<b>12</b>	15	7	15	13	12	11	12	14	15	9
Don't know	<b>6</b>	3	2	4	3	8	9	6	3	3	8

	Vote Intention			Gender		Age			Social Grade		
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<b>Weighted N</b>	<b>1612</b>	407	407	205	775	837	503	538	571	871	741
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	%	%	%	%	%	%	%	%	%	%	%

Which of these statements do you think applies to Gordon Brown? [Please tick all that apply]

He has an attractive personality	<b>6</b>	1	15	3	6	6	8	6	6	6	7
He has good ideas for Britain's future	<b>24</b>	7	51	23	28	20	25	25	23	24	24
He does not understand the problems faced by people like me	<b>30</b>	49	14	29	31	30	22	35	34	32	28
He is more honest than most politicians	<b>20</b>	7	40	17	24	15	21	21	17	20	20
He has not made it clear what he really stands for	<b>30</b>	42	22	30	34	26	25	34	30	32	28
None of these apply	<b>13</b>	20	4	18	14	12	12	11	16	15	10
Don't know	<b>15</b>	6	9	15	7	23	24	13	9	11	20

Which of these statements do you think applies to David Cameron? [Please tick all that apply]

He has an attractive personality	<b>23</b>	41	16	21	28	19	20	23	26	28	17
He has good ideas for Britain's future	<b>17</b>	49	5	7	19	16	18	16	18	22	13
He does not understand the problems faced by people like me	<b>18</b>	6	27	22	21	14	14	21	18	18	16
He is more honest than most politicians	<b>9</b>	26	3	4	11	8	9	8	11	10	9
He has not made it clear what he really stands for	<b>29</b>	22	39	33	36	23	20	30	35	33	24
None of these apply	<b>9</b>	3	11	12	8	10	8	10	9	8	10
Don't know	<b>31</b>	16	31	29	23	39	40	30	23	25	37

Which of these statements do you think applies to Charles Kennedy? [Please tick all that apply]

He has an attractive personality	<b>17</b>	14	17	31	21	13	18	19	13	20	13
He has good ideas for Britain's future	<b>19</b>	11	15	59	23	16	21	19	18	23	15
He does not understand the problems faced by people like me	<b>14</b>	18	17	4	19	10	11	17	15	12	16
He is more honest than most politicians	<b>29</b>	23	29	61	35	24	32	31	26	35	23
He has not made it clear what he really stands for	<b>23</b>	32	29	7	24	22	18	25	26	25	21
None of these apply	<b>14</b>	18	11	6	13	14	13	12	15	14	14
Don't know	<b>21</b>	14	20	7	14	27	28	19	16	15	28

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	%	%	%	%	%	%	%	%	%	%	%

The next general election will probably not be held until 2009 or 2010.  
Suppose the leaders of the main parties at that time are Gordon Brown (Labour), David Cameron (Conservative) and Charles Kennedy (Liberal Democrat). How do you think you would vote at that election? *(excluding don't knows, would not vote)*

Conservative	<b>38</b>	96	3	5	36	41	34	37	44	46	29
Labour	<b>33</b>	1	93	5	35	31	35	35	28	25	43
Liberal Democrat	<b>18</b>	1	3	88	18	18	21	18	16	20	16
Other	<b>10</b>	3	1	2	11	10	10	10	12	9	13
<i>Would not vote</i>	<b>6</b>	1	1	0	6	6	7	5	7	5	7
<i>Don't know</i>	<b>15</b>	3	10	8	9	21	18	16	12	13	18

Leaving aside your personal preferences, who do you think is more likely to be Prime Minister after the next general election - David Cameron or Gordon Brown?

Gordon Brown is almost certain to be Prime Minister	<b>14</b>	2	32	12	18	11	15	14	13	12	16
Gordon Brown is more likely to be Prime Minister	<b>29</b>	13	41	44	29	29	33	28	26	30	28
It could easily go either way	<b>29</b>	41	20	26	27	31	27	30	31	30	28
David Cameron is more likely to be Prime Minister	<b>17</b>	35	3	13	18	16	14	15	20	20	13
David Cameron is almost certain to be Prime Minister	<b>2</b>	5	0	0	2	1	1	2	2	2	1
Don't know	<b>9</b>	4	3	6	6	13	9	11	8	5	14

Do you agree or disagree with these statements?

'David Cameron is too young and inexperienced to become Prime Minister'

Agree	<b>23</b>	10	39	25	28	19	18	21	31	23	24
Disagree	<b>51</b>	77	35	51	52	49	51	54	48	57	44
Don't know	<b>26</b>	13	26	25	19	32	31	25	21	20	32

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	%	%	%	%	%	%	%	%	%	%	%

**“Because he went to Eton, David Cameron cannot understand what it is like for most people to grow up in Britain these days”**

Agree	<b>45</b>	19	63	55	45	44	42	46	45	39	51
Disagree	<b>37</b>	67	24	28	41	33	39	35	36	45	27
Don't know	<b>19</b>	14	13	17	14	23	18	19	19	16	22

**If David Cameron is the new Conservative leader, does his election make you more likely or less likely to vote Conservative, or does it make no difference?**

More likely to vote Conservative	<b>14</b>	26	7	14	17	12	12	17	13	19	8
Less likely to vote Conservative	<b>9</b>	6	12	7	10	7	5	9	11	9	8
No difference – I would vote Conservative anyway	<b>22</b>	64	4	6	21	23	20	19	25	25	18
No difference – I would NOT vote Conservative anyway	<b>41</b>	0	71	66	41	41	47	38	39	36	47
Don't know	<b>15</b>	3	7	7	11	18	17	16	12	11	19

**If a senior politician had used class A drugs (such as cocaine or heroin) at some point in their life before they became an MP, how much would that concern you:**

It would concern me a lot	<b>13</b>	11	16	10	15	12	7	13	19	10	17
It would concern me to some extent	<b>26</b>	28	28	22	25	26	22	28	27	25	26
It would not concern me much	<b>35</b>	38	33	35	35	35	39	35	31	37	33
It would not concern me at all	<b>23</b>	22	21	32	23	23	28	20	21	26	20
Don't know	<b>3</b>	1	1	1	2	4	4	3	2	2	4

## 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.
<b>Age and Gender</b>		
Male 18 to 24	<b>27</b>	<b>88</b>
Male 25 to 39	<b>173</b>	<b>226</b>
Male 40 to 54	<b>241</b>	<b>202</b>
Male 55 +	<b>344</b>	<b>259</b>
Female 18 to 24	<b>47</b>	<b>88</b>
Female 25 to 39	<b>239</b>	<b>235</b>
Female 40 to 54	<b>216</b>	<b>202</b>
Female 55 +	<b>325</b>	<b>311</b>
<b>Region</b>		
London	<b>333</b>	<b>337</b>
Rest of South	<b>345</b>	<b>321</b>
Midlands and Wales	<b>331</b>	<b>385</b>
North	<b>452</b>	<b>417</b>
Scotland	<b>144</b>	<b>144</b>
<b>Social Grade</b>		
ABC1	<b>1009</b>	<b>871</b>
C2DE	<b>603</b>	<b>741</b>
<b>Newspaper Type</b>		
Express / Mail	<b>430</b>	<b>258</b>
Sun / Star	<b>236</b>	<b>355</b>
Mirror / Record	<b>164</b>	<b>257</b>
Guardian / Independent	<b>111</b>	<b>64</b>
FT / Times / Telegraph	<b>181</b>	<b>153</b>
Other Paper	<b>189</b>	<b>202</b>
No Paper	<b>301</b>	<b>323</b>

## Political Party Identification

Lab	<b>600</b>	<b>548</b>
Con	<b>461</b>	<b>401</b>
Lib Dem	<b>182</b>	<b>162</b>
Others	<b>67</b>	<b>49</b>
None	<b>288</b>	<b>412</b>
Don't know	<b>14</b>	<b>40</b>

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