

YouGov Survey Results

Sample Size: 1635 GB Adults
Fieldwork: 22nd - 23rd December 2010

	Voting intention			2010 Vote			Gender		Age				Social grade		Region				
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample 1635				497	441	386	798	837	195	418	563	459	917	692	208	532	349	403	143
Unweighted Sample 1635	466	498	114	470	410	409	799	836	116	395	648	476	1091	518	267	513	337	366	152
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think each of the following is an asset or liability to the Labour Party these days?

Yvette Cooper

Asset	20	15	38	14	13	36	19	25	15	14	20	22	20	23	16	20	15	23	24	21
Liability	24	41	13	18	40	12	15	27	21	14	16	25	33	24	24	22	29	22	20	22
Don't know	56	44	49	68	47	51	66	47	65	72	64	53	46	52	61	57	56	55	56	57
NET	-4	-26	25	-4	-27	24	4	-2	-6	0	4	-3	-13	-1	-8	-2	-14	1	4	-1

Ed Balls

Asset	28	16	56	21	15	54	29	34	22	27	25	32	27	31	24	31	19	31	35	33
Liability	32	56	13	30	56	12	25	36	28	20	27	32	42	34	30	32	40	31	26	27
Don't know	40	27	31	49	28	34	46	29	49	53	47	37	31	35	45	37	42	38	40	39
NET	-4	-40	43	-9	-41	42	4	-2	-6	7	-2	0	-15	-3	-6	-1	-21	0	9	6

Harriet Harman

Asset	23	11	45	25	11	42	25	26	19	19	22	24	23	24	20	22	18	25	25	25
Liability	43	65	25	28	66	28	33	48	38	28	34	45	53	44	41	48	50	37	35	45
Don't know	35	23	30	46	23	30	42	26	43	53	44	31	23	31	40	29	32	38	40	31
NET	-20	-54	20	-3	-55	14	-8	-22	-19	-9	-12	-21	-30	-20	-21	-26	-32	-12	-10	-20

Alan Johnson

Asset	34	34	51	32	33	50	32	45	24	23	29	38	40	39	27	41	28	39	35	35
Liability	20	30	11	16	30	11	16	22	17	16	17	19	24	20	21	18	23	17	18	22
Don't know	46	36	38	51	37	39	52	33	58	61	54	43	35	41	52	41	49	44	47	43
NET	14	4	40	16	3	39	16	23	7	7	12	19	16	19	6	23	5	22	17	13

Ed Miliband

Asset	34	14	70	32	15	65	34	39	29	44	32	35	30	34	34	36	25	35	38	50
Liability	34	62	9	32	60	13	27	37	31	17	27	34	46	37	29	34	41	35	28	24
Don't know	32	24	21	36	25	22	38	24	41	39	41	31	24	30	36	30	35	31	34	27
NET	0	-48	61	0	-45	52	7	2	-2	27	5	1	-16	-3	5	2	-16	0	10	26

Andy Burnham

Asset	27	21	48	20	20	48	24	34	20	17	24	30	29	29	24	28	20	30	33	25
Liability	18	30	7	14	29	7	13	22	14	13	15	18	22	18	18	19	22	18	12	18
Don't know	55	49	45	67	51	45	64	44	66	70	60	52	48	53	59	53	58	52	55	56
NET	9	-9	41	6	-9	41	11	12	6	4	9	12	7	11	6	9	-2	12	21	7

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

Do you think each of the following is an asset or liability to the Conservative Party these days?

David Cameron

Asset	50	91	29	62	82	32	48	54	46	38	47	49	58	55	42	55	53	49	45	44
Liability	26	1	54	13	7	50	23	30	23	27	21	27	29	25	28	21	21	27	32	35
Don't know	24	8	17	25	12	18	29	17	31	35	32	23	14	21	29	24	26	24	23	22
NET	24	90	-25	49	75	-18	25	24	23	11	26	22	29	30	14	34	32	22	13	9

George Osborne

Asset	27	60	11	23	54	15	18	31	23	17	22	27	35	31	21	28	29	28	24	19
Liability	38	14	65	33	18	58	42	43	32	36	35	38	41	38	37	36	31	41	42	47
Don't know	35	26	24	44	28	27	40	25	45	47	43	35	24	31	42	36	40	31	34	34
NET	-11	46	-54	-10	36	-43	-24	-12	-9	-19	-13	-11	-6	-7	-16	-8	-2	-13	-18	-28

William Hague

Asset	47	82	28	50	77	28	45	54	41	30	38	49	60	53	40	47	52	47	43	39
Liability	25	6	50	16	7	49	22	26	25	20	23	28	27	24	26	25	19	26	30	32
Don't know	28	12	21	33	16	23	33	20	35	50	39	23	13	23	34	28	29	27	26	29
NET	22	76	-22	34	70	-21	23	28	16	10	15	21	33	29	14	22	33	21	13	7

Theresa May

Asset	25	48	15	24	44	14	22	29	21	16	20	25	33	29	19	27	26	27	23	19
Liability	29	14	49	21	16	48	24	33	25	23	25	34	29	30	28	27	25	31	30	40
Don't know	46	37	36	56	40	38	54	38	54	61	55	42	37	41	53	46	50	42	47	41
NET	-4	34	-34	3	28	-34	-2	-4	-4	-7	-5	-9	4	-1	-9	0	1	-4	-7	-21

Ken Clarke

Asset	31	40	33	36	35	31	36	39	23	19	25	36	35	38	22	38	31	30	28	28
Liability	34	32	44	23	35	42	28	37	32	17	30	35	44	33	37	27	33	38	35	38
Don't know	35	28	24	41	29	27	36	24	45	64	45	29	20	29	42	35	36	31	36	34
NET	-3	8	-11	13	0	-11	8	2	-9	2	-5	1	-9	5	-15	11	-2	-8	-7	-10

Michael Gove

Asset	14	34	6	10	32	6	7	17	12	11	11	14	19	17	11	16	15	14	13	13
Liability	30	13	51	28	13	48	35	37	24	19	28	33	33	32	28	29	26	33	33	33
Don't know	55	52	43	62	54	46	58	46	65	70	61	53	48	51	61	55	59	53	54	54
NET	-16	21	-45	-18	19	-42	-28	-20	-12	-8	-17	-19	-14	-15	-17	-13	-11	-19	-20	-20