

YouGov / The Sun Survey Results

Sample Size: 1560 GB Adults
Fieldwork: 21st - 22nd March 2010

Weighted Sample
Unweighted Sample

Total	Voting intention			Gender		Age			Social Grade		Region				
	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1560	461	407	258	748	812	480	533	547	857	702	200	508	334	384	136
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	14 - 15 Mar	21 - 22 Mar															
Headline Voting Intention																	
<i>[Excluding Don't Know and Wouldn't Vote]</i>																	
Con	36		32	40	34	32	41	40	31	35	44	38	30	23			
Lab	32		33	30	33	38	25	28	37	31	26	30	43	24			
Lib Dem	20		22	18	24	18	19	21	18	24	22	18	19	18			
Other	12		13	11	9	12	15	11	14	10	9	14	8	35			
Other Parties Voting Intention																	
SNP / PCY	3		4	2	2	2	4	2	4	0	0	2	0	27			
UKIP	3		4	3	2	3	5	4	3	4	3	4	4	2			
Green	2		1	3	2	2	2	2	2	2	3	3	0	3			
BNP	2		2	2	0	4	3	2	3	3	1	4	2	2			
Respect	0		1	0	1	0	0	0	1	0	1	0	0	0			
Other	1		2	0	2	1	1	1	1	0	1	1	1	0			
Non Voters																	
Would Not Vote	5		4	6	8	5	3	4	7	5	6	5	3	5			
Don't know	13		9	16	13	13	12	12	13	15	13	15	10	9			
Do you approve or disapprove of the Government's record to date?																	
Approve	23	23	2	65	18	27	20	25	25	20	22	25	23	19	23	29	28
Disapprove	61	62	92	16	66	63	61	53	61	70	64	59	60	67	63	56	60
Don't know	16	15	6	19	16	10	19	22	14	9	13	16	17	14	15	15	12
Which of these would make the best Prime Minister?																	
David Cameron	32	30	85	2	7	29	32	27	29	35	34	26	26	36	33	26	24
Gordon Brown	26	26	0	81	12	32	21	24	30	25	24	30	25	21	23	36	32
Nick Clegg	13	12	1	3	54	14	10	13	11	11	11	13	9	12	12	12	14
Don't know	29	31	13	14	27	25	37	36	29	29	31	31	40	32	32	26	30
Which party do you think is more likely to run Britain's economy well - the Conservatives or the Labour Party?																	
Conservative	33	35	88	3	21	33	37	32	31	41	40	29	32	40	36	31	28
Labour	30	30	2	84	23	34	27	31	34	26	28	34	28	26	31	35	37
Neither	27	26	6	9	51	27	25	23	28	26	24	28	28	26	24	25	25
Don't know	10	9	4	5	4	6	12	14	7	7	9	10	11	9	9	9	10

Total	Voting intention			Gender		Age			Social Grade		Region				
	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1560	461	407	258	748	812	480	533	547	857	702	200	508	334	384	136
Unweighted Sample	469	400	263	697	863	423	495	642	951	608	187	558	278	369	168

Weighted Sample
Unweighted Sample

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

Have started to work	21	5	49	22	23	19	20	22	20	22	19	23	17	21	24	24
Will start to work in the near future	12	5	26	12	13	11	16	13	8	10	15	12	12	12	11	12
Will start to work but not for some time	17	18	13	23	19	16	17	18	17	18	17	15	15	18	20	19
Will make little or no difference to the economy	25	36	6	29	22	28	23	23	29	25	25	24	26	24	24	27
Will end up making things worse	17	32	1	10	18	17	10	18	22	18	16	17	21	17	14	12
Don't know	8	5	5	5	5	10	14	6	4	7	9	10	8	7	7	7

Here is a list of problems facing the country. Could you say for each of them which political party you think would handle the problem best?

National Health Service

Labour	31	32	5	85	22	36	29	31	36	30	31	34	30	27	31	42	35
Conservative	28	27	75	2	9	26	28	26	23	33	29	25	24	31	29	24	22
Liberal Democrat	13	13	5	3	53	15	10	14	13	12	12	13	12	15	12	10	13
Other	2	3	1	0	1	3	4	2	3	4	4	3	3	3	3	2	7
None	11	10	7	3	6	9	11	8	11	11	10	10	12	12	7	10	9
Don't know	15	14	8	7	9	11	18	20	14	10	13	16	19	12	18	11	14

Asylum and immigration

Conservative	39	37	79	19	22	37	37	33	36	41	42	30	34	38	38	38	31
Labour	15	15	1	45	6	16	14	16	17	11	13	16	15	12	14	18	17
Liberal Democrat	13	12	2	8	50	14	10	14	10	13	12	12	13	11	12	11	16
Other	7	10	7	4	4	11	9	8	10	12	9	11	7	10	10	11	9
None	12	11	6	11	9	11	11	9	14	11	10	13	10	15	8	10	12
Don't know	14	15	6	13	10	11	18	21	13	12	13	18	20	14	18	11	15

Law and order

Conservative	38	38	89	13	21	40	37	34	35	45	43	32	36	40	40	37	32
Labour	22	21	0	64	10	23	19	21	23	19	18	25	21	18	18	26	28
Liberal Democrat	10	10	1	3	48	11	9	11	9	9	10	9	8	11	10	8	12
Other	4	5	2	0	1	5	5	5	5	5	5	5	4	4	5	5	6
None	11	10	2	7	9	10	10	7	13	10	9	11	10	12	7	11	8
Don't know	15	16	5	13	11	11	20	22	14	12	15	17	22	14	20	13	14

Education and schools

Conservative	30	30	79	3	11	29	31	25	26	38	33	26	28	34	32	26	26
Labour	27	28	2	82	10	32	25	28	31	25	25	32	25	22	29	37	29
Liberal Democrat	16	15	5	4	64	17	13	17	15	14	17	14	15	17	13	14	17
Other	3	3	1	0	1	2	4	3	2	4	4	3	2	3	3	3	7
None	9	8	3	3	5	8	9	6	11	8	7	10	8	11	6	8	6
Don't know	15	15	9	8	10	11	18	21	14	11	14	16	21	13	17	13	15

Total	Voting intention			Gender		Age			Social Grade		Region				
	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1560	461	407	258	748	812	480	533	547	857	702	200	508	334	384	136
1560	469	400	263	697	863	423	495	642	951	608	187	558	278	369	168

Weighted Sample
Unweighted Sample

Taxation																		
	Conservative	28	28	75	5	9	29	28	25	27	32	32	23	32	31	27	25	23
	Labour	24	23	2	71	8	25	22	22	26	22	21	26	17	20	23	31	27
	Liberal Democrat	18	17	7	8	66	21	14	18	16	19	19	16	19	16	16	18	23
	Other	3	4	0	0	2	3	4	3	3	5	4	3	2	3	4	3	8
	None	12	11	8	6	6	11	12	10	14	10	9	13	12	14	10	10	8
	Don't know	16	16	8	10	10	12	20	22	14	13	15	18	18	16	20	14	12
Unemployment																		
	Labour	27	27	4	76	12	32	23	26	31	25	25	29	23	22	24	36	32
	Conservative	26	26	68	4	10	23	28	24	24	29	29	21	26	29	30	20	19
	Liberal Democrat	12	11	3	3	51	13	10	15	9	11	12	11	11	11	10	12	15
	Other	3	5	2	1	1	4	5	4	4	6	5	4	3	5	4	4	8
	None	14	12	10	4	8	13	12	8	16	13	10	15	11	15	10	12	11
	Don't know	18	19	12	12	17	15	22	23	17	17	18	19	26	18	21	16	16
Thinking about Prime Minister Gordon Brown, which of the following qualities do you think he has? Please tick all that apply.																		
	Sticks to what he believes in	39	38	18	68	42	42	34	33	43	37	39	37	36	33	35	45	47
	Strong	23	24	6	55	19	25	23	26	26	21	24	24	20	17	25	31	32
	Honest	23	21	3	50	21	23	20	21	24	19	22	20	22	17	20	23	33
	Good in a crisis	18	18	2	44	18	20	15	16	20	17	18	17	18	15	15	20	26
	In touch with the concerns of ordinary people	16	17	2	47	11	17	18	17	19	16	15	20	14	13	17	23	24
	Decisive	16	15	3	36	13	15	15	15	18	12	14	16	9	12	16	20	21
	A natural leader	5	6	0	18	4	6	6	6	7	4	4	8	5	3	9	7	8
	Charismatic	2	3	0	7	1	3	3	4	3	1	2	4	3	2	3	4	1
	None of these	43	43	72	7	41	43	44	35	43	50	46	40	42	50	47	34	36
	Don't know	6	5	3	4	1	3	7	11	3	3	4	7	9	6	5	4	5
Thinking about Conservative leader David Cameron, which of the following qualities do you think he has? Please tick all that apply.																		
	Charismatic	41	38	55	34	39	38	38	44	37	34	43	31	46	36	36	38	38
	A natural leader	23	21	44	10	19	21	22	25	17	22	23	19	22	23	23	18	18
	Decisive	22	20	45	7	15	18	22	20	18	22	23	17	19	20	22	18	20
	Strong	18	19	41	8	11	17	20	18	19	19	19	19	16	20	23	15	18
	Sticks to what he believes in	17	19	43	6	10	18	18	18	13	21	19	16	11	19	21	16	19
	Honest	21	18	49	4	7	18	18	12	17	25	21	15	15	21	17	15	20
	In touch with the concerns of ordinary people	18	16	42	3	8	14	18	11	14	23	17	15	10	20	22	13	12
	Good in a crisis	10	10	25	5	6	9	11	14	7	11	12	9	13	11	10	9	9
	None of these	29	29	5	43	34	33	26	19	35	32	26	33	22	32	23	33	33
	Don't know	12	13	5	13	6	10	15	17	11	11	11	16	20	11	14	12	11

Weighted Sample
Unweighted Sample

	Voting intention			Gender		Age			Social Grade		Region				
Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1560	461	407	258	748	812	480	533	547	857	702	200	508	334	384	136
1560	469	400	263	697	863	423	495	642	951	608	187	558	278	369	168

Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.

Honest	25	25	26	22	50	30	20	20	22	32	28	21	24	28	27	22	22
In touch with the concerns of ordinary people	23	24	22	19	56	26	22	21	23	27	27	21	19	24	26	25	26
Sticks to what he believes in	20	18	15	15	38	21	15	15	17	21	17	18	15	17	20	18	19
Charismatic	12	12	13	11	20	12	11	10	9	15	12	11	12	13	12	9	12
Decisive	11	9	7	9	27	11	8	10	8	10	10	9	7	9	12	9	9
Strong	8	7	6	6	18	8	6	8	6	8	7	7	8	7	8	7	6
A natural leader	8	7	6	4	20	8	6	6	5	8	6	8	6	7	8	6	7
Good in a crisis	3	3	3	2	10	4	3	4	3	3	3	4	3	4	4	3	0
None of these	22	21	21	22	5	23	20	17	23	23	19	23	24	23	19	18	25
Don't know	36	34	33	36	12	28	39	42	34	26	32	36	34	32	37	34	32

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.
Age and Gender		
Male 18 to 24	64	94
Male 25 to 39	168	203
Male 40 to 54	167	203
Male 55 +	298	249
Female 18 to 24	80	94
Female 25 to 39	230	203
Female 40 to 54	209	218
Female 55 +	344	297
Region		
North England	369	384
Midlands	206	256
East England	176	151
London	187	200
South England	382	357
Wales	72	78
Scotland	168	136
Social Grade		
ABC1	951	857
C2DE	608	702
Newspaper Type		
Express / Mail	373	250
Sun / Star	227	343
Mirror / Record	131	249
Guardian / Independent	123	62
FT / Times / Telegraph	204	148
Other Paper	202	195
No Paper	300	312
Political Party Identification		
Labour Loyal	423	405
Labour Disloyal	93	94
Conservative	394	405
Liberal Democrat	167	187
Others	79	47
None	354	382
Don't know	50	40