

YouGov / The Sun Survey Results

Sample Size: 1747 GB Adults
Fieldwork: 7th - 8th March 2010

Weighted Sample
Unweighted Sample

Total	Voting intention			Gender		Age			Social		Region				
	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1747	553	480	217	839	908	522	612	613	961	785	223	568	373	430	152
	634	384	214	811	936	545	575	627	1158	588	257	629	349	379	133
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

28 Feb -
1 Mar

		7 - 8 Mar																
			Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Headline Voting Intention			39	100	0	0	38	41	39	37	42	43	35	45	46	43	33	17
	Con																	
	Lab		34	0	100	0	36	32	33	37	32	32	37	31	28	34	42	44
	Lib Dem		16	0	0	100	14	17	18	14	15	16	15	17	18	14	13	11
	Other		11	0	0	0	12	10	10	11	11	9	14	7	8	8	12	27
Other Parties Voting Intention																		
	UKIP		4	0	0	0	3	4	2	3	5	3	4	3	4	2	6	2
	SNP / PCY		3	0	0	0	3	2	3	3	3	2	4	0	0	2	0	23
	Green		2	0	0	0	2	2	4	2	1	2	2	2	3	3	2	1
	BNP		2	0	0	0	3	1	1	3	2	1	3	1	1	0	5	0
	Respect		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Other		1	0	0	0	1	0	1	1	0	1	1	1	0	2	0	1
Non Voters				100	100	100												
	Would Not Vote		8	0	0	0	5	10	11	8	4	7	9	7	8	6	8	7
	Don't know		12	0	0	0	8	16	12	12	12	12	12	13	11	13	12	10
Do you approve or disapprove of the Government's record to date?																		
	Approve	23	24	3	69	12	28	20	21	24	25	23	25	22	20	25	23	36
	Disapprove	60	59	90	14	65	62	58	53	62	63	62	57	64	65	57	57	48
	Don't know	17	17	7	18	23	11	23	26	14	12	16	19	14	15	19	20	16
Which of these would make the best Prime Minister?																		
	David Cameron	33	33	86	5	10	35	31	33	31	35	36	29	36	39	34	30	15
	Gordon Brown	26	27	1	81	11	30	24	22	28	29	25	29	24	21	26	29	45
	Nick Clegg	9	8	2	3	44	10	7	8	8	9	8	9	9	8	9	7	8
	Don't know	32	32	12	11	35	26	38	37	33	27	31	34	31	32	31	34	32
Which party do you think is more likely to run Britain's economy well - the Conservatives or the Labour Party?																		
	Conservative	36	36	89	4	16	39	33	34	36	38	39	32	40	43	38	30	17
	Labour	30	30	1	84	26	33	28	31	29	31	28	33	27	25	29	34	47
	Neither	24	24	7	9	53	23	26	21	28	23	24	25	24	24	21	26	30
	Don't know	10	10	3	3	5	6	13	15	7	7	9	10	9	8	12	11	6

Weighted Sample
Unweighted Sample

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	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	33	34	6	86	22	37	31	28	38	36	32	36	32	27	33	40	47
Conservative	30	27	73	2	5	28	27	25	26	30	31	23	30	33	28	24	8
Liberal Democrat	11	11	5	3	52	13	8	10	10	11	11	11	12	11	11	8	13
Other	2	3	0	0	2	4	3	3	4	4	3	4	4	3	2	3	13
None	11	10	7	3	6	10	11	9	11	10	11	9	11	11	12	9	7
Don't know	13	15	9	5	13	9	20	25	12	9	12	18	12	15	15	17	12

Asylum and immigration

Conservative	39	39	76	24	25	45	34	36	40	41	45	32	41	44	37	36	31
Labour	15	16	2	50	5	17	16	15	17	16	14	18	17	12	17	18	25
Liberal Democrat	10	9	3	6	42	9	9	9	8	11	9	10	8	10	8	10	10
Other	8	9	7	4	5	10	8	8	10	8	8	10	11	8	9	8	10
None	14	12	6	8	11	12	13	10	13	14	11	14	10	12	14	14	9
Don't know	14	15	6	8	12	8	21	22	12	11	13	17	14	15	14	14	15

Law and order

Conservative	39	40	86	17	25	47	35	35	43	42	46	33	44	44	40	37	30
Labour	23	21	1	66	6	22	21	19	21	23	18	25	22	16	22	24	29
Liberal Democrat	9	7	2	3	41	8	6	7	7	8	7	7	7	8	7	7	7
Other	4	5	0	1	3	5	4	3	5	5	4	5	5	4	3	5	10
None	11	11	6	5	10	10	12	9	14	10	10	12	9	12	13	9	9
Don't know	14	16	6	8	16	8	23	25	11	11	14	17	13	15	15	17	16

Education and schools

Conservative	32	31	79	5	6	33	29	27	31	34	33	29	36	36	33	27	14
Labour	28	28	4	80	11	31	26	24	31	30	27	30	20	23	29	35	40
Liberal Democrat	14	13	5	5	65	14	11	12	12	13	14	11	18	12	12	10	15
Other	3	3	1	0	1	4	3	3	4	4	3	4	3	3	3	3	10
None	10	10	4	5	5	9	11	10	11	8	10	10	11	10	12	9	7
Don't know	13	15	8	6	12	8	21	24	11	11	14	16	13	16	11	17	14

Taxation

Conservative	30	29	76	3	4	33	25	24	29	32	34	23	29	34	32	23	16
Labour	24	26	2	77	12	27	25	24	26	29	25	28	22	23	25	30	36
Liberal Democrat	14	13	5	6	61	16	10	14	12	13	12	13	18	12	14	11	15
Other	3	4	1	1	1	4	3	3	4	4	3	4	3	4	2	3	9
None	14	12	8	5	10	11	14	10	14	12	11	13	12	13	12	13	8
Don't know	15	16	9	9	12	9	23	26	14	11	15	18	16	15	15	20	16

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

Weighted Sample
Unweighted Sample

Unemployment

Labour	27	28	6	77	16	33	23	26	27	31	28	29	22	24	29	32	40
Conservative	27	26	70	2	5	28	25	24	25	29	29	23	29	31	27	22	12
Liberal Democrat	10	9	2	3	48	11	7	9	9	8	8	9	13	9	8	6	11
Other	4	4	1	1	2	4	3	2	4	5	3	5	3	3	3	3	9
None	15	14	10	6	13	13	16	12	18	13	14	15	14	13	17	15	10
Don't know	17	19	12	11	16	12	26	26	18	14	18	20	20	19	17	21	17

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	38	39	23	68	44	42	37	34	40	43	40	38	42	35	38	39	53
Strong	26	23	7	55	17	24	23	24	23	22	23	23	24	19	22	24	40
Honest	21	22	7	51	24	23	21	16	25	25	23	21	19	21	21	24	29
Good in a crisis	20	19	3	46	20	21	16	17	19	20	18	20	16	17	18	19	34
In touch with the concerns of ordinary people	16	18	2	51	10	19	17	15	19	20	15	22	18	16	18	17	30
Decisive	18	16	4	40	17	16	17	16	17	16	16	17	12	16	15	17	26
A natural leader	5	5	1	16	0	6	4	6	4	5	3	7	2	3	9	4	9
Charismatic	3	2	1	6	0	2	2	3	1	3	2	3	0	3	3	2	1
None of these	42	41	69	7	35	43	40	38	42	44	44	38	43	48	42	38	25
Don't know	7	6	3	4	5	3	9	11	6	3	4	9	5	5	8	8	8

Thinking about Conservative leader David Cameron, which of the following qualities do you think he has? Please tick all that apply.

Charismatic	38	37	54	32	37	41	34	41	38	32	41	32	42	38	37	34	39
A natural leader	22	21	43	11	15	24	19	24	18	22	25	17	21	24	23	18	15
Decisive	23	20	44	7	14	23	17	20	18	21	22	18	21	23	18	18	15
Honest	20	18	44	5	7	22	15	13	17	24	21	15	21	23	14	17	10
Sticks to what he believes in	19	18	40	5	11	19	16	15	17	21	18	17	18	22	15	17	12
In touch with the concerns of ordinary people	19	18	44	3	6	18	18	17	16	20	19	16	17	22	17	16	7
Strong	19	17	37	7	10	19	16	19	16	17	19	15	20	21	15	14	11
Good in a crisis	10	10	25	3	5	11	9	10	9	11	11	9	11	11	9	9	8
None of these	31	32	7	50	39	33	30	23	33	37	29	35	31	29	32	34	38
Don't know	11	12	5	8	9	7	16	16	11	9	10	14	7	10	14	14	12

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

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

Honest	23	22	21	21	51	30	15	15	21	29	22	22	21	21	22	22	26
In touch with the concerns of ordinary people	21	20	16	17	57	21	20	16	21	24	22	18	26	19	18	20	22
Sticks to what he believes in	17	17	16	16	43	20	15	13	16	21	16	18	18	17	19	16	15
Charismatic	10	11	11	13	20	14	8	8	11	12	10	11	10	11	10	11	13
Decisive	9	8	7	4	26	10	6	5	7	11	8	7	10	7	10	5	9
A natural leader	6	7	7	6	21	9	5	5	7	8	7	7	8	6	7	7	8
Strong	7	6	5	3	22	8	4	5	5	8	6	6	6	6	5	7	6
Good in a crisis	4	3	3	1	15	4	3	4	3	3	3	3	4	3	3	3	5
None of these	24	24	22	29	6	31	18	23	25	25	24	25	23	24	24	23	34
Don't know	38	37	39	33	21	24	50	47	36	30	37	37	38	38	37	38	29

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	81	105
Male 25 to 39	220	227
Male 40 to 54	195	227
Male 55 +	315	280
Female 18 to 24	91	105
Female 25 to 39	310	227
Female 40 to 54	223	244
Female 55 +	312	333
Region		
North England	379	430
Midlands	256	286
East England	189	168
London	257	223
South England	440	401
Wales	93	87
Scotland	133	152
Social Grade		
ABC1	1158	961
C2DE	588	785
Newspaper Type		
Express / Mail	407	279
Sun / Star	248	384
Mirror / Record	141	279
Guardian / Independent	191	70
FT / Times / Telegraph	257	166
Other Paper	204	219
No Paper	298	349
Political Party Identification		
Labour Loyal	320	454
Labour Disloyal	122	105
Conservative	537	456
Liberal Democrat	169	209
Others	76	52
None	451	428
Don't know	72	44