

YouGov / The Sun Survey Results

Sample Size: 1614 GB Adults
Fieldwork: 28th - 29th 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
1614	524	425	243	774	840	457	592	566	888	726	206	524	346	397	140
1614	552	395	231	739	875	392	537	685	988	626	227	549	339	329	170
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention		21 - 22 Mar	28-29 Mar																
Con			39		37	42	36	37	44	40	38	42	45	43	36	16			
Lab			32		33	31	33	36	27	30	35	28	25	31	39	44			
Lib Dem			18		20	17	25	16	16	20	16	18	20	16	17	18			
Other			11		10	11	5	12	13	10	11	12	9	10	8	23			
Other Parties Voting Intention																			
UKIP			4		4	3	1	4	6	4	4	3	5	6	3	0			
SNP / PCY			2		2	2	1	2	3	2	2	0	0	1	0	18			
Green			2		1	3	2	3	2	3	1	4	2	0	2	2			
BNP			2		2	1	0	2	3	1	3	4	2	1	3	0			
Respect			0		0	0	0	0	0	0	0	0	0	0	0	0			
Other			1		1	1	1	1	1	1	0	1	0	2	0	2			
Non Voters																			
Would Not Vote			5		4	6	10	5	2	3	8	5	4	6	7	3			
Don't know			12		8	16	15	11	11	12	12	11	13	14	12	8			
Do you approve or disapprove of the Government's record to date?																			
Approve	23		24		1	72	15	27	21	22	27	22	24	24	19	22	21	27	38
Disapprove	62		61		91	13	63	61	61	49	62	70	62	60	65	62	64	58	51
Don't know	15		15		8	16	22	12	17	29	11	8	14	16	17	16	14	15	11
Which of these would make the best Prime Minister?																			
David Cameron	30		34		88	2	9	35	33	30	33	39	35	33	36	40	35	30	20
Gordon Brown	26		26		0	82	15	31	22	25	31	23	26	28	26	20	24	30	47
Nick Clegg	12		10		1	5	44	11	9	10	9	11	11	9	6	12	10	9	8
Don't know	31		29		10	11	32	23	36	35	28	27	28	31	32	28	31	30	25
Which party do you think is more likely to run Britain's economy well - the Conservatives or the Labour Party?																			
Conservative	35		36		89	1	17	36	35	30	34	42	38	34	37	41	36	33	20
Labour	30		30		1	91	22	34	27	32	32	27	30	31	32	25	27	33	48
Neither	26		25		7	5	53	22	27	23	26	25	25	24	25	24	26	22	28
Don't know	9		9		3	3	9	7	11	15	8	6	7	12	7	9	11	11	4

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
1614	524	425	243	774	840	457	592	566	888	726	206	524	346	397	140
1614	552	395	231	739	875	392	537	685	988	626	227	549	339	329	170
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	32	33	5	90	19	38	28	30	36	32	33	33	29	29	30	36	52
Conservative	27	30	77	1	8	30	30	22	28	38	31	29	30	33	33	28	15
Liberal Democrat	13	11	3	3	54	13	9	15	10	10	14	8	15	11	9	11	11
Other	3	3	0	0	1	2	3	1	3	3	2	3	4	3	2	2	5
None	10	11	6	3	7	8	13	12	11	10	10	12	12	11	11	10	9
Don't know	14	12	9	3	9	8	16	20	11	8	11	14	10	14	14	12	7

Asylum and immigration

Conservative	37	41	81	20	26	44	38	34	40	47	42	39	43	43	41	40	32
Labour	15	15	0	50	4	16	14	16	16	13	15	15	14	12	15	15	26
Liberal Democrat	12	10	2	6	41	12	8	11	11	8	12	7	12	9	8	12	10
Other	10	7	4	3	6	8	7	6	8	8	6	9	6	9	7	6	9
None	11	14	7	10	11	11	16	14	14	13	12	16	12	14	14	14	14
Don't know	15	13	6	11	12	10	16	19	12	10	12	15	12	14	15	12	10

Law and order

Conservative	38	39	86	11	20	41	37	29	38	48	42	35	43	41	40	37	25
Labour	21	23	1	72	11	25	21	25	25	19	22	24	22	19	18	29	34
Liberal Democrat	10	10	1	3	47	11	8	12	9	8	11	8	9	10	9	8	12
Other	5	4	1	0	2	4	4	2	5	5	3	5	4	4	5	3	6
None	10	11	6	6	7	9	14	11	12	11	10	13	11	11	11	11	14
Don't know	16	13	6	8	13	10	17	21	11	9	12	15	12	14	17	12	8

Education and schools

Conservative	30	32	82	3	5	31	34	23	30	42	34	30	34	37	36	28	16
Labour	28	29	4	85	14	33	26	28	32	27	28	31	24	24	25	36	47
Liberal Democrat	15	14	4	5	61	17	11	17	13	11	17	10	17	14	11	13	14
Other	3	3	0	0	2	3	4	2	4	4	2	4	3	3	3	2	6
None	8	9	4	3	7	7	11	10	10	8	8	11	11	9	9	9	8
Don't know	15	12	6	4	11	10	14	20	10	8	11	14	11	12	15	12	9

Taxation

Conservative	28	32	79	4	10	33	31	23	32	39	33	31	36	36	33	29	18
Labour	23	25	1	78	9	27	23	24	27	23	25	24	23	20	24	29	37
Liberal Democrat	17	15	5	7	61	18	12	18	13	15	18	11	15	17	13	13	18
Other	4	3	0	0	2	3	4	2	4	4	3	4	4	3	3	2	5
None	11	12	6	6	7	10	13	13	13	10	9	15	11	11	12	12	14
Don't know	16	13	8	5	11	10	16	21	11	10	11	15	11	13	15	15	8

Unemployment

Labour	27	29	4	82	15	34	24	26	31	28	30	27	26	24	25	32	47
Conservative	26	27	73	1	7	28	27	23	25	34	28	27	27	31	31	25	14
Liberal Democrat	11	10	4	4	48	12	9	12	11	9	13	7	13	12	9	9	9
Other	5	4	1	0	3	3	4	2	4	4	3	4	4	5	3	2	5
None	12	13	7	5	11	10	16	14	15	10	11	16	15	12	12	14	14
Don't know	19	17	12	8	16	13	21	23	14	14	16	18	16	16	19	17	11

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
1614	524	425	243	774	840	457	592	566	888	726	206	524	346	397	140
1614	552	395	231	739	875	392	537	685	988	626	227	549	339	329	170
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	36	20	69	42	39	32	35	36	37	36	35	34	34	36	36	46
Honest	21	22	6	54	22	25	19	24	23	20	23	21	23	18	18	25	38
Strong	24	20	5	52	21	23	18	20	23	17	20	20	16	18	18	20	41
Good in a crisis	18	19	3	50	19	24	14	18	21	18	20	18	17	16	18	19	35
In touch with the concerns of ordinary people	17	16	2	46	10	17	15	15	17	16	16	16	15	13	15	16	29
Decisive	15	14	1	37	10	14	13	14	18	9	13	14	10	10	12	16	27
A natural leader	6	5	0	14	3	6	3	5	5	4	3	6	4	4	5	4	11
Charismatic	3	2	0	4	2	1	3	3	2	1	1	3	3	2	1	2	3
None of these	43	46	72	8	39	43	49	39	46	52	46	46	48	49	48	45	32
Don't know	5	6	3	1	6	4	7	12	5	2	4	8	8	5	6	6	4

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

Charismatic	38	42	63	32	45	46	38	45	40	42	46	37	47	45	43	36	36
A natural leader	21	24	46	8	23	25	22	24	23	24	26	21	24	27	23	23	19
Decisive	20	21	46	4	16	21	21	18	19	26	22	20	19	24	23	18	18
Strong	19	20	44	6	11	18	22	19	18	23	21	18	18	24	19	18	14
Honest	18	20	48	4	6	21	19	11	17	29	21	17	18	23	20	17	17
Sticks to what he believes in	19	19	44	5	11	18	20	13	20	23	19	19	17	22	25	14	10
In touch with the concerns of ordinary people	16	18	45	2	4	15	20	11	17	24	18	17	14	19	23	15	13
Good in a crisis	10	10	26	2	5	10	11	7	10	14	10	11	14	11	10	8	10
None of these	29	32	4	56	30	33	31	25	39	29	28	36	28	28	31	33	46
Don't know	13	10	6	6	6	7	13	17	6	9	8	12	12	10	8	11	6

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	24	26	56	33	19	22	24	29	30	20	21	30	23	25	23
In touch with the concerns of ordinary people	24	22	19	19	54	23	21	20	20	25	24	20	19	25	23	20	19
Sticks to what he believes in	18	20	18	19	45	24	16	18	18	24	23	16	14	24	17	20	22
Charismatic	12	12	14	11	21	14	10	11	12	13	14	11	10	13	13	12	13
Decisive	9	10	10	7	29	12	9	10	9	11	11	9	10	10	10	11	10
Strong	7	6	4	4	19	7	5	6	5	7	7	4	6	7	4	7	8
A natural leader	7	6	5	5	17	7	5	5	6	7	6	6	4	5	5	7	10
Good in a crisis	3	3	2	1	12	4	2	4	2	3	3	3	4	3	2	3	2
None of these	21	25	20	32	6	24	26	19	30	24	23	28	24	21	25	30	28
Don't know	34	33	39	27	15	28	39	45	30	28	30	37	37	32	37	31	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	61	96
Male 25 to 39	161	208
Male 40 to 54	167	208
Male 55 +	345	256
Female 18 to 24	78	96
Female 25 to 39	243	208
Female 40 to 54	213	224
Female 55 +	332	305
Region		
North England	328	393
Midlands	247	263
East England	140	154
London	225	205
South England	402	366
Wales	91	80
Scotland	167	139
Social Grade		
ABC1	982	880
C2DE	618	720
Newspaper Type		
Express / Mail	387	256
Sun / Star	239	352
Mirror / Record	131	256
Guardian / Independent	124	64
FT / Times / Telegraph	213	152
Other Paper	205	200
No Paper	300	320
Political Party Identification		
Labour Loyal	390	417
Labour Disloyal	89	96
Conservative	440	416
Liberal Democrat	150	192
Others	72	48
None	401	392
Don't know	58	40