

YouGov / Sunday Times Survey Results

Sample Size: 1431 GB Adults
Fieldwork: 9th - 10th April 2010

	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	
Weighted Sample	1431	444	356	209	687	744	414	516	501	787	644	183	465	306	352	124
Unweighted Sample	1431	446	347	202	650	781	367	489	575	819	612	181	446	322	361	121
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

25 - 26 Mar
9 - 10 Apr

Headline Voting Intention

[Taking into account likelihood to vote]

Con	40	100	0	0	38	42	37	40	43	42	38	44	54	37	32	14
Lab	32	0	100	0	33	30	35	34	27	29	35	30	20	33	41	46
Lib Dem	18	0	0	100	19	18	22	16	18	20	17	17	18	21	17	20
Other	10	0	0	0	10	10	6	10	13	10	10	9	8	10	10	20

Other Parties Voting Intention

SNP / PCY	2	0	0	0	1	2	2	1	3	2	2	0	0	2	0	18
Green	1	0	0	0	1	2	1	1	2	1	1	2	2	1	1	0
UKIP	4	0	0	0	4	3	2	3	5	3	4	4	4	3	5	1
BNP	2	0	0	0	3	2	1	4	2	2	3	2	1	4	4	1
Respect	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	1	0	0	1	1	1	0	1	0	0	1	1

The general election will be held on May 6. On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in the general election?

0 - Certain NOT to vote	3	0	0	0	4	3	4	4	2	1	6	4	3	4	3	3
1	1	0	1	1	1	1	2	0	0	1	1	2	0	1	1	1
2	1	0	0	0	1	0	2	0	1	1	0	0	1	0	0	4
3	1	1	1	0	2	1	1	2	1	1	2	0	2	1	2	1
4	1	0	0	1	1	1	1	1	0	0	1	0	1	0	1	1
5	3	2	2	2	3	3	4	3	2	2	4	4	3	3	3	1
6	2	1	1	3	2	2	3	1	1	2	2	4	1	2	1	2
7	3	2	4	3	4	2	4	3	2	2	4	2	3	4	2	3
8	8	5	11	8	8	8	11	9	5	6	10	6	7	9	8	13
9	9	10	6	15	8	11	9	9	10	9	10	11	11	7	9	8
10 - Absolutely certain to vote	66	79	74	67	67	66	57	66	74	72	59	64	67	68	68	58
Don't know	2	0	0	0	2	2	3	1	1	1	2	3	1	1	1	4

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

Headline Voting Intention
[All those to name a party]

Con	39	100	0	0	37	41	35	40	42	41	37	43	53	36	31	13
Lab	32	0	100	0	33	30	35	34	27	28	36	29	21	33	42	44
Lib Dem	18	0	0	100	19	18	23	16	18	20	17	18	18	20	17	20
Other	11	0	0	0	11	11	7	11	14	11	11	10	8	11	10	23

Other Parties Voting Intention

UKIP	4	0	0	0	4	4	2	3	6	4	4	4	4	3	5	1
BNP	3	0	0	0	3	2	1	3	3	2	3	2	1	4	4	1
SNP / PCY	2	0	0	0	2	2	2	2	3	2	2	0	0	2	0	20
Green	1	0	0	0	1	2	1	1	2	1	1	2	2	1	1	0
Respect	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0
Other	1	0	0	0	1	1	0	1	1	1	0	2	1	0	1	1

Non Voters

Would Not Vote	3	0	0	0	4	3	4	4	2	1	6	4	3	4	3	3
Don't know	18	0	0	0	14	20	21	16	16	18	17	14	18	18	20	16

Who would you trust more to raise you and your family's standard of living?

Gordon Brown and Alistair Darling	24	27	0	87	18	29	25	28	30	23	26	28	27	19	27	31	41
David Cameron and George Osborne	30	31	85	0	11	31	32	26	31	36	36	26	34	41	28	26	14
Neither	38	32	11	10	64	32	32	30	32	34	30	35	28	30	36	31	39
Don't know	8	10	4	3	7	8	12	16	8	7	9	11	11	10	9	12	5

In your opinion how good or bad is the state of Britain's economy at the moment?

Very good	0	0	0	1	0	1	0	0	1	0	0	0	0	0	0	1	
Quite good	4	5	0	16	2	7	3	7	4	4	4	6	5	5	4	5	
TOTAL GOOD	4	5	0	17	2	8	3	7	5	4	4	6	6	5	4	6	
Neither good nor bad	17	18	8	34	22	20	17	19	20	16	19	18	19	14	17	22	26
Quite bad	41	45	42	42	53	38	52	52	45	39	46	44	51	46	46	42	38
Very bad	35	30	49	5	23	33	26	19	29	39	30	29	22	34	31	28	27
TOTAL BAD	76	75	91	47	76	71	78	71	74	78	76	73	73	80	77	70	65
Don't know	2	2	0	2	0	1	2	3	1	1	1	3	2	2	1	2	2

How do you think the financial situation of your household will change over the next 12 months?

Get a lot better	2	2	1	3	0	2	1	3	1	1	1	2	2	2	1	2	1
Get a little better	17	18	18	28	13	19	18	26	22	8	19	18	22	16	17	20	22
TOTAL BETTER	19	20	19	31	13	21	19	29	23	9	20	20	24	18	18	22	23
Stay the same	34	37	34	44	47	35	39	40	36	36	37	36	40	35	37	37	38
Get a little worse	31	29	34	19	30	28	30	18	29	38	32	25	23	31	29	29	27
Get a lot worse	12	10	8	3	7	12	8	5	8	15	8	12	8	12	11	7	8
TOTAL WORSE	43	39	42	22	37	40	38	23	37	53	40	37	31	43	40	36	35
Don't know	5	5	4	4	3	5	5	8	4	3	3	7	4	4	5	5	5

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

Would you be more or less likely to vote Labour if Gordon Brown gave a commitment to step down as prime minister in two to three years time and hand over to a new Labour leader?

More likely	12	9	9	16	12	11	16	11	8	12	12	10	11	12	15	4
Less likely	5	3	8	3	4	5	7	3	4	5	4	9	3	4	5	3
No difference - I would vote Labour anyway	24	2	80	9	27	22	21	29	22	22	27	24	18	26	25	39
No difference - I would NOT vote Labour anyway	49	84	0	64	49	49	41	46	58	51	46	48	58	47	40	43
Don't know	11	2	3	9	8	14	16	10	8	10	12	9	10	10	14	12

Would you be more or less likely to vote Labour if Gordon Brown had resigned as prime minister and handed over to a new Labour leader BEFORE the current election?

More likely	16	19	6	21	17	15	17	18	12	16	16	13	18	15	18	8
Less likely	7	2	13	7	6	7	11	5	5	6	7	10	6	7	7	6
No difference - I would vote Labour anyway	22	1	77	8	25	20	21	25	22	21	24	22	17	24	25	29
No difference - I would NOT vote Labour anyway	43	73	0	54	41	44	33	40	53	46	38	44	48	43	35	40
Don't know	12	6	3	10	10	14	18	12	8	11	14	10	11	11	15	16

Labour plans to increase National Insurance next year for workers earning more than £20,000 a year. Both workers and employers will have to pay 1p in the pound extra. The Conservatives say they will cancel this rise for all workers earning less than £45,000 a year, and find the money from government efficiency savings. Do you think the Conservatives are right or wrong to propose cancelling this rise in National Insurance?

Right - higher National Insurance is a tax on jobs that will harm Britain's economic recovery	46	82	11	36	47	45	46	45	47	50	41	50	52	44	41	35
Wrong - the Tories won't in practice find the efficiency savings, so their sums won't add up	38	5	80	47	40	37	33	41	40	37	41	39	34	39	41	47
Don't know	16	12	10	17	14	17	20	15	13	13	19	12	14	17	18	18

If taxes had to rise in order to reduce government borrowing, and the choice were a 1p in the pound rise in National Insurance, or a rise in VAT from 17.5% to 20%, which would you prefer?

A rise in National Insurance	55	37	74	59	52	57	52	53	58	51	59	53	49	62	54	61
A rise in VAT	28	46	16	28	33	24	25	29	30	34	21	30	32	21	30	24
Don't know	17	18	10	13	15	19	23	18	12	15	20	17	19	17	16	14

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

Do the Conservatives plans to cancel much of the rise in National Insurance make you more likely or less likely to vote Conservative?

More likely	16	26	1	13	18	13	20	15	13	17	14	13	19	18	12	11
Less likely	7	1	13	8	8	6	7	7	8	9	6	9	6	6	8	9
No difference - I would vote Conservative anyway	24	67	2	7	21	26	16	23	30	27	20	29	30	18	22	10
No difference - I would NOT vote Conservative anyway	40	1	79	63	41	39	37	42	41	36	45	36	33	43	42	59
Don't know	13	5	4	8	11	15	21	12	9	12	15	14	12	15	16	10

Both main parties say they would cut waste in government spending as part of their plans to reduce government borrowing. Generally, how much do you trust the Conservatives to cut waste significantly?

Trust a lot	9	26	1	1	9	8	5	9	12	11	6	11	13	7	5	2
Trust to some extent	29	58	4	22	27	30	28	29	29	31	26	28	33	26	29	20
TOTAL TRUST	38	84	5	23	36	38	33	38	41	42	32	39	46	33	34	22
Do not trust much	25	8	30	37	22	27	24	26	24	27	22	29	23	23	25	29
Do not trust at all	29	1	60	32	33	26	25	30	31	24	34	23	25	30	31	42
TOTAL DO NOT TRUST	54	9	90	69	55	53	49	56	55	51	56	52	48	53	56	71
Don't know	9	6	5	8	9	9	18	6	4	7	12	9	5	13	10	8

And how much do you trust Labour to cut waste significantly?

Trust a lot	3	0	13	0	3	3	3	3	4	3	3	2	2	2	5	8
Trust to some extent	22	6	59	16	23	21	26	23	19	20	25	25	17	23	25	27
TOTAL TRUST	25	6	72	16	26	24	29	26	23	23	28	27	19	25	30	35
Do not trust much	28	27	20	39	25	31	27	32	25	32	24	30	30	25	28	25
Do not trust at all	39	65	2	38	43	36	29	37	50	40	38	37	46	41	34	31
TOTAL DO NOT TRUST	67	92	22	77	68	67	56	69	75	72	62	67	76	66	62	56
Don't know	7	3	6	7	6	9	15	5	2	5	10	6	5	10	9	9

As you may know, a recent law makes it illegal to discriminate against gay couples. Recently, the Conservatives' Shadow Home Secretary Chris Grayling was recorded as saying privately that Bed and Breakfast owners should have the right not to provide B&B to gay couples. Do you agree or disagree with Mr Grayling?

Agree - B&B owners should have the right to exclude gay couples	37	54	22	24	44	29	22	35	50	38	35	32	42	33	38	27
Disagree - gay couples should have the same access as others to B&Bs	55	38	70	68	48	62	68	58	41	54	56	59	50	56	55	66
Don't know	9	7	7	9	8	9	10	7	9	8	9	9	8	11	8	8

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

Labour says it wants a 'future, fair for all'. Which of the following groups, if any, do you think would benefit from Labour's plans for a 'fairer' Britain? (Please tick all that apply.)

Immigrants	39	57	24	28	42	36	34	37	44	39	38	37	42	36	38	36
Single parents	37	41	50	27	37	36	35	36	39	39	34	39	37	34	36	42
The poor	29	21	59	24	32	27	33	29	27	31	27	33	26	29	30	38
Hard-working men and women	25	5	73	19	26	24	25	27	23	25	25	25	20	26	28	35
Married couples	14	3	41	11	16	13	15	15	13	12	17	15	11	15	16	20
The rich	14	14	8	18	14	14	11	16	15	12	17	12	16	12	14	13
None of these	12	17	2	14	12	11	6	11	16	12	11	12	15	12	8	9
Don't know	20	13	14	23	17	24	30	19	13	19	22	21	18	21	22	23

The Conservatives want electors to 'vote for change'. Which of the following groups, if any, do you think would benefit from Conservative plans to change Britain? (Please tick all that apply.)

The rich	47	23	77	64	51	42	45	51	44	45	48	46	40	49	52	49
Married couples	37	67	17	29	37	36	35	34	41	41	31	40	43	35	32	23
Hard-working men and women	30	72	5	15	32	29	28	28	34	34	25	33	37	27	26	17
The poor	11	28	1	4	12	10	9	10	13	13	8	11	15	10	8	6
Single parents	8	13	4	4	7	8	8	8	7	9	6	6	8	5	8	10
Immigrants	7	7	8	3	6	8	5	6	9	6	8	4	8	7	7	7
None of these	6	2	9	7	7	6	3	7	8	6	6	6	5	8	5	9
Don't know	20	13	12	14	16	23	29	17	14	17	23	17	20	18	20	24

Weighted Sample
Unweighted Sample

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

The Conservatives plan to provide extra financial support for married couples. Do you think the tax system should help married couples with children more, or less, than each of the following?

Married couples without children

Married couples with children should receive more support than people in this group	36	47	34	35	38	35	37	40	32	37	35	40	39	35	33	33
Married couples with children should receive less support	4	2	5	4	5	2	4	4	3	4	4	3	3	5	4	3
People in both groups should receive much the same support	45	39	48	47	40	49	36	45	52	47	42	43	46	41	45	51
Don't know	15	12	13	14	17	14	23	12	12	13	19	14	12	19	18	13

Unmarried couples with children

Married couples with children should receive more support than people in this group	24	35	16	17	27	21	19	25	26	25	22	22	27	25	21	16
Married couples with children should receive less support	5	6	4	6	6	4	3	5	7	5	5	4	5	4	6	5
People in both groups should receive much the same support	55	47	67	61	48	62	56	58	53	56	54	59	55	51	55	63
Don't know	16	12	13	16	19	14	22	13	14	13	20	15	12	20	19	16

Single never-married parents with children

Married couples with children should receive more support than people in this group	25	38	16	17	27	23	17	25	30	26	23	20	30	23	23	18
Married couples with children should receive less support	10	9	9	14	10	9	14	7	9	8	11	14	10	8	9	7
People in both groups should receive much the same support	47	38	60	53	42	52	44	53	44	51	43	48	45	46	48	55
Don't know	18	15	15	16	21	16	24	15	17	14	23	18	14	22	21	19

Divorced mothers with children

Married couples with children should receive more support than people in this group	13	20	9	9	15	12	11	14	14	13	14	12	16	13	11	13
Married couples with children should receive less support	8	6	9	10	7	8	12	6	6	7	8	11	8	8	6	5
People in both groups should receive much the same support	62	60	68	67	59	65	53	67	63	66	57	60	63	59	63	66
Don't know	17	13	14	14	20	15	23	14	16	15	21	16	14	21	20	16

Divorced fathers with children

Married couples with children should receive more support than people in this group	13	19	9	8	14	12	11	13	14	12	13	12	15	12	11	13
Married couples with children should receive less support	8	7	9	10	8	8	12	6	6	7	8	12	8	7	7	5
People in both groups should receive much the same support	62	60	67	66	59	65	53	67	63	66	57	60	62	60	62	65
Don't know	18	14	15	16	20	16	24	14	16	15	22	16	14	21	20	17

Widows / widowers with children

Married couples with children should receive more support than people in this group	11	15	9	8	11	11	8	10	14	10	12	8	13	10	10	9
Married couples with children should receive less support	12	12	12	15	12	11	19	9	8	12	10	16	12	11	9	9
People in both groups should receive much the same support	61	60	66	63	58	64	51	67	64	64	58	61	62	58	62	67
Don't know	16	13	13	14	19	14	22	14	14	14	19	15	12	21	18	15

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

Do the Conservatives plans to provide extra financial support for married couples make you more likely or less likely to vote Conservative?

More likely	19	31	5	13	20	18	19	21	17	20	17	21	24	18	15	11
Less likely	9	3	13	15	9	9	14	7	6	10	8	9	8	8	12	8
No difference - I would vote Conservative anyway	23	62	4	6	21	24	16	23	29	25	21	25	28	20	22	12
No difference - I would NOT vote Conservative anyway	37	0	74	55	40	34	32	40	38	33	42	33	31	40	38	54
Don't know	12	4	4	10	10	15	19	9	10	12	13	13	10	14	13	14

Here are some subjects that concern different voters. Which two or three, if any, do you think senior politicians are not discussing enough, and should discuss more? (Please tick no more than three)

Taxation	15	19	9	15	18	12	17	14	14	14	15	12	16	14	13	21
Unemployment	29	25	32	30	25	32	28	29	29	29	28	24	27	28	32	34
Crime	37	50	32	29	39	35	33	35	42	38	36	36	37	37	38	36
Health	17	15	21	17	15	20	16	17	19	18	16	16	18	15	19	16
Education	19	18	19	26	17	20	25	18	14	22	15	20	17	20	19	18
Immigration	55	72	42	43	57	53	42	53	68	52	58	52	58	56	54	46
Poverty	27	18	35	33	24	29	23	31	25	25	28	22	27	24	26	40
Housing	19	13	28	21	16	22	18	21	17	19	19	26	19	16	19	20
Climate change	14	9	18	24	14	14	17	13	13	16	12	18	13	18	10	14
None of these	2	1	3	0	2	2	2	2	1	2	1	1	3	1	2	3
Don't know	6	2	6	5	6	7	10	6	4	5	9	7	7	6	7	5

Which of the leaders' wives, if any, do you most admire?

Sarah Brown	15	3	42	10	13	17	17	15	14	16	15	14	12	13	18	27
Samantha Cameron	15	37	1	6	14	15	15	14	15	17	12	12	21	13	11	9
Miriam Gonzales Durantez (Nick Clegg's wife)	5	4	4	13	5	5	4	5	7	7	3	5	4	6	7	4
None of them	50	42	38	59	53	48	48	51	51	47	54	52	48	55	49	45
Don't know	15	13	14	12	15	15	15	15	14	14	16	17	14	13	16	15

Which of the leaders' wives, if any, do you feel you have most in common with?

Sarah Brown	10	3	28	5	10	11	11	11	9	10	11	11	8	7	13	19
Samantha Cameron	8	20	1	4	7	8	7	8	8	9	6	6	11	5	6	8
Miriam Gonzales Durantez (Nick Clegg's wife)	3	2	3	10	5	2	3	3	4	4	3	3	4	3	3	3
None of them	65	63	54	69	64	66	60	65	70	65	65	68	63	73	63	59
Don't know	14	13	13	11	14	13	20	13	9	13	15	12	15	12	15	11

	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
Weighted Sample	1431	444	356	209	687	744	414	516	501	787	644	183	465	306	352	124
Unweighted Sample	1431	446	347	202	650	781	367	489	575	819	612	181	446	322	361	121
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Which of the leaders' wives, if any, is the greatest asset to their husband?																
Sarah Brown	20	10	42	17	18	21	21	19	20	20	19	23	16	18	20	33
Samantha Cameron	18	39	6	11	19	18	16	19	21	21	15	17	22	17	17	12
Miriam Gonzales Durantez (Nick Clegg's wife)	4	2	3	10	5	3	3	4	5	4	4	3	3	6	5	3
None of them	28	23	23	34	32	25	33	30	23	26	31	26	29	30	29	24
Don't know	30	26	26	27	27	32	28	29	31	28	31	31	30	30	29	27
Do you agree or disagree with the following statements?																
The Conservatives are too reliant on David Cameron																
Agree	54	30	79	70	61	48	53	53	55	55	52	55	49	53	56	62
Disagree	24	52	6	12	22	26	20	24	27	27	20	26	28	23	21	13
Don't know	22	18	15	18	18	27	27	22	18	18	28	19	23	24	22	24
It's time for a change, but none of the main parties are likely to give Britain the new start it really needs																
Agree	52	32	43	66	48	56	50	52	54	51	54	57	49	54	53	51
Disagree	32	56	41	21	36	29	27	33	36	37	27	32	36	28	32	35
Don't know	15	12	16	13	16	15	22	15	10	13	18	12	15	18	16	14
I am so disillusioned with politics that I am seriously thinking of not voting at all in the coming general election																
Agree	15	6	8	13	14	16	17	13	15	12	18	15	13	14	15	19
Disagree	73	87	84	79	74	73	66	75	78	78	67	75	75	71	74	70
Don't know	12	8	8	8	12	11	17	12	7	10	15	10	12	15	11	11

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	55	86
Male 25 to 39	134	186
Male 40 to 54	177	186
Male 55 +	284	229
Female 18 to 24	99	86
Female 25 to 39	194	186
Female 40 to 54	197	200
Female 55 +	291	272
Region		
North England	361	352
Midlands	228	235
East England	135	137
London	181	183
South England	311	328
Wales	94	72
Scotland	121	124
Social Grade		
ABC1	819	787
C2DE	612	644
Newspaper Type		
Express / Mail	375	229
Sun / Star	200	315
Mirror / Record	124	229
Guardian / Independent	113	57
FT / Times / Telegraph	158	136
Other Paper	188	179
No Paper	273	286
Political Party Identification		
Labour Loyal	376	372
Labour Disloyal	70	86
Conservative	371	372
Liberal Democrat	154	172
Others	59	43
None	343	351
Don't know	58	36