

# YouGov / The Sun Survey Results

Sample Size: 1509 GB Adults  
Fieldwork: 18th - 19th April 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
1509	393	332	382	725	784	455	526	528	830	679	193	491	323	371	131
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

[Taking into account likelihood to vote]

11-12 Apr

18-19 Apr

Con	33	100	0	0	36	31	27	29	41	36	29	37	40	38	24	15
Lab	27	0	100	0	27	28	28	36	20	24	32	24	19	26	39	38
Lib Dem	31	0	0	100	28	34	39	28	28	33	29	33	34	25	32	26
Other	8	0	0	0	9	8	5	7	12	7	10	5	7	11	5	21

## Other Parties Voting Intention

SNP / PCY	2	0	0	0	2	2	1	2	3	2	2	0	0	2	0	19
UKIP	2	0	0	0	3	2	1	2	3	1	4	3	2	4	2	0
BNP	2	0	0	0	2	2	2	1	3	2	3	1	2	2	3	1
Green	1	0	0	0	1	2	0	2	2	1	1	1	2	2	0	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	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	4	0	0	0	3	5	7	4	1	3	5	4	3	5	5	4
1	1	0	0	1	0	1	1	0	0	0	1	0	1	0	0	1
2	1	1	0	1	0	1	1	1	1	1	1	1	0	1	2	0
3	1	0	0	1	1	1	1	0	0	1	0	1	1	1	0	0
4	1	0	1	1	1	1	2	1	0	1	1	0	2	0	1	2
5	3	2	2	2	3	2	4	2	2	1	4	4	2	2	3	3
6	2	1	1	1	2	2	2	1	2	2	2	2	0	2	2	3
7	3	2	2	3	4	3	5	3	2	3	4	4	3	6	3	1
8	7	4	9	7	6	7	7	10	4	7	7	5	9	6	7	3
9	10	9	9	13	11	10	14	8	8	10	10	11	11	9	8	14
10 - Absolutely certain to vote	67	81	74	70	68	67	56	68	77	71	63	67	68	68	67	66
Don't know	1	0	0	0	1	1	1	1	1	1	1	0	1	1	1	3

**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
1509	393	332	382	725	784	455	526	528	830	679	193	491	323	371	131
1509	403	327	391	697	812	446	484	579	980	529	219	454	278	386	172
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Headline Voting Intention**

[All those to name a party]

Con	32	100	0	0	35	30	27	29	39	36	28	36	39	38	23	14
Lab	27	0	100	0	27	28	28	36	20	24	32	24	19	26	38	38
Lib Dem	32	0	0	100	28	35	39	28	29	33	29	34	35	25	32	27
Other	9	0	0	0	10	8	6	7	12	7	11	5	7	11	6	21

**Other Parties Voting Intention**

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

**Non Voters**

Would Not Vote	4	0	0	0	3	5	7	4	1	3	5	4	3	5	5	4
Don't know	16	0	0	0	15	16	19	17	11	15	16	17	14	20	13	19

**Do you approve or disapprove of the Government's record to date?**

Approve	24	25	2	78	17	26	24	26	28	20	25	25	21	21	23	30	31
Disapprove	61	61	96	8	66	64	57	52	56	72	64	57	67	65	61	53	54
Don't know	15	15	2	14	17	10	19	21	17	7	12	18	12	13	17	15	

**Which of these would make the best Prime Minister?**

David Cameron	31	28	89	2	4	33	24	24	24	36	31	25	30	34	33	20	15
Nick Clegg	12	27	4	8	74	27	27	31	26	25	27	27	29	26	23	29	33
Gordon Brown	26	23	1	84	7	23	23	22	27	20	22	24	20	17	22	30	31
Don't know	30	22	6	5	15	18	26	23	24	19	20	24	20	23	22	22	21

**Which party do you think is more likely to run Britain's economy well -the Conservatives or the Labour Party?**

Conservative	36	35	95	1	19	38	33	33	29	44	39	31	37	44	38	26	17
Labour	31	31	1	92	26	32	31	36	35	24	30	33	30	23	31	39	42
Neither	23	24	1	3	51	24	24	18	27	27	24	23	24	24	19	25	34
Don't know	10	10	3	4	5	6	13	14	10	6	7	13	10	9	12	9	7

**Weighted Sample**  
Unweighted Sample

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1509	403	327	391	697	812	446	484	579	980	529	219	454	278	386	172
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	<b>32</b>	4	93	20	34	30	35	36	26	30	35	30	28	27	41	41
Conservative	28	<b>26</b>	82	0	5	28	25	19	22	37	29	23	27	32	30	18	17
Liberal Democrat	13	<b>20</b>	4	3	60	20	20	22	18	20	21	19	20	21	19	18	22
Other	2	<b>2</b>	0	0	0	1	3	1	3	2	2	2	1	1	3	2	3
None	9	<b>6</b>	4	1	3	6	6	4	7	7	5	7	6	5	5	8	8
Don't know	15	<b>14</b>	6	2	12	10	17	19	14	9	14	14	15	14	16	13	10

**Asylum and immigration**

Conservative	39	<b>36</b>	84	15	16	41	32	32	35	42	41	31	39	41	37	31	27
Liberal Democrat	12	<b>22</b>	4	14	58	21	22	26	20	21	22	21	21	22	20	22	28
Labour	17	<b>14</b>	0	47	7	14	14	16	16	10	14	14	13	9	11	19	22
Other	7	<b>8</b>	5	5	3	8	7	7	7	9	5	10	8	8	11	5	5
None	10	<b>7</b>	2	8	5	7	7	5	8	9	7	8	5	6	7	10	10
Don't know	15	<b>13</b>	5	12	10	8	18	15	15	10	11	16	14	14	13	14	8

**Law and order**

Conservative	39	<b>38</b>	91	7	20	43	33	32	34	46	41	33	42	44	39	31	24
Labour	23	<b>21</b>	1	76	10	21	22	23	24	17	20	23	19	16	19	27	34
Liberal Democrat	10	<b>17</b>	2	4	53	16	18	21	15	16	18	17	19	17	17	16	18
Other	3	<b>3</b>	0	1	1	3	3	2	4	3	3	4	2	2	5	3	4
None	8	<b>6</b>	2	4	4	7	5	5	7	7	5	8	6	5	5	8	9
Don't know	17	<b>14</b>	4	8	12	9	19	18	16	9	13	16	13	16	14	15	11

**Education and schools**

Conservative	29	<b>29</b>	87	3	6	31	26	22	25	38	31	25	29	35	31	22	17
Liberal Democrat	17	<b>26</b>	5	4	71	28	24	30	24	24	27	25	29	28	23	23	26
Labour	28	<b>25</b>	1	87	10	26	25	26	29	21	23	28	24	18	22	35	35
Other	3	<b>2</b>	1	0	0	2	3	2	3	2	3	2	2	1	5	2	3
None	8	<b>5</b>	2	1	2	5	5	4	5	5	4	6	5	4	5	6	7
Don't know	15	<b>13</b>	4	4	10	9	17	16	13	10	12	14	11	14	14	12	11

**Taxation**

Conservative	30	<b>28</b>	84	4	7	33	24	24	24	35	31	25	28	36	29	21	19
Liberal Democrat	19	<b>27</b>	7	11	72	30	25	30	25	27	27	27	34	29	26	24	26
Labour	24	<b>21</b>	1	74	8	19	23	20	25	19	22	21	20	15	18	30	32
Other	3	<b>3</b>	1	1	1	2	3	2	3	3	3	3	2	2	6	2	4
None	10	<b>6</b>	2	3	3	6	6	6	6	6	4	8	5	4	5	9	8
Don't know	15	<b>14</b>	6	7	9	9	19	17	17	10	13	16	11	15	16	15	12

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Unweighted Sample

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

**Unemployment**

Conservative	27	<b>26</b>	82	1	5	28	24	22	23	34	28	24	29	30	28	19	21
Labour	27	<b>24</b>	3	79	12	27	22	25	26	22	24	25	24	19	21	32	31
Liberal Democrat	12	<b>19</b>	2	3	59	20	19	24	16	18	20	18	21	23	17	16	19
Other	3	<b>3</b>	1	1	0	3	3	2	4	4	3	4	2	2	7	2	5
None	11	<b>8</b>	4	5	6	9	7	7	9	8	7	8	9	6	7	10	10
Don't know	19	<b>19</b>	8	10	19	13	25	20	23	15	19	20	16	20	21	20	15

**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	36	<b>38</b>	20	66	43	38	37	36	40	37	41	34	39	35	36	41	44
Strong	22	<b>26</b>	5	59	26	27	25	32	27	19	26	25	25	20	23	33	32
Good in a crisis	20	<b>23</b>	2	61	24	26	21	23	28	19	24	22	23	20	22	27	29
Honest	22	<b>22</b>	3	54	22	20	23	18	25	21	22	20	18	20	17	25	30
Decisive	15	<b>18</b>	4	48	16	18	18	21	20	14	20	16	21	14	17	20	25
In touch with the concerns of ordinary people	18	<b>17</b>	3	43	16	15	19	19	19	13	17	17	17	14	13	22	19
A natural leader	4	<b>7</b>	1	21	4	6	8	7	8	6	7	8	4	5	9	9	12
Charismatic	2	<b>2</b>	0	6	1	1	3	2	3	2	2	3	1	2	2	2	5
None of these	44	<b>41</b>	73	5	39	43	40	33	38	51	42	41	45	45	42	38	32
Don't know	6	<b>5</b>	2	3	4	3	8	10	4	3	4	7	2	7	5	6	5

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

Charismatic	42	<b>40</b>	63	27	36	44	37	44	41	36	43	37	46	43	39	36	36
A natural leader	25	<b>26</b>	56	8	21	29	24	27	25	27	28	24	28	30	31	20	14
Decisive	22	<b>23</b>	55	5	16	24	22	19	20	28	24	21	20	30	25	15	14
Strong	21	<b>20</b>	49	7	12	20	20	19	18	23	21	19	23	23	22	14	15
Honest	18	<b>19</b>	56	3	8	22	17	12	15	29	21	17	17	24	23	14	11
Sticks to what he believes in	18	<b>18</b>	44	6	12	19	17	13	16	25	20	16	19	21	22	14	10
In touch with the concerns of ordinary people	17	<b>18</b>	52	3	6	18	17	12	16	24	19	16	19	20	23	13	6
Good in a crisis	9	<b>10</b>	28	2	5	11	10	12	7	12	10	11	10	13	12	7	6
None of these	29	<b>31</b>	3	51	37	30	31	28	33	31	28	34	29	24	30	38	39
Don't know	12	<b>10</b>	3	12	7	6	13	12	10	8	8	11	7	10	9	11	11

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Unweighted Sample

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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	30	<b>43</b>	35	35	75	47	38	44	40	44	45	40	45	42	43	42	40
In touch with the concerns of ordinary people	26	<b>42</b>	36	30	76	40	44	44	42	41	45	38	40	46	40	40	41
Charismatic	17	<b>42</b>	41	40	60	46	39	39	45	43	45	39	45	41	43	42	42
Sticks to what he believes in	21	<b>29</b>	25	20	55	32	27	30	30	29	30	29	24	33	26	30	29
A natural leader	7	<b>22</b>	17	14	43	24	19	21	22	22	21	22	24	24	21	19	17
Strong	9	<b>21</b>	14	13	42	21	20	19	22	20	20	21	28	18	19	21	21
Decisive	12	<b>20</b>	18	14	41	21	20	19	19	23	20	21	26	19	23	20	16
Good in a crisis	4	<b>8</b>	5	5	20	10	6	10	8	6	7	10	11	6	9	9	5
None of these	20	<b>13</b>	16	14	2	15	12	11	15	13	11	16	11	11	14	16	16
Don't know	34	<b>16</b>	14	20	4	11	20	17	16	14	14	17	14	19	13	15	13

## 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.
<b>Age and Gender</b>		
Male 18 to 24	62	90
Male 25 to 39	168	196
Male 40 to 54	171	197
Male 55 +	296	241
Female 18 to 24	86	90
Female 25 to 39	261	196
Female 40 to 54	182	211
Female 55 +	283	287
<b>Region</b>		
North England	386	371
Midlands	211	247
East England	138	145
London	219	193
South England	316	346
Wales	67	75
Scotland	172	131
<b>Social Grade</b>		
ABC1	980	830
C2DE	529	679
<b>Newspaper Type</b>		
Express / Mail	374	241
Sun / Star	201	332
Mirror / Record	134	241
Guardian / Independent	102	60
FT / Times / Telegraph	161	143
Other Paper	214	189
No Paper	322	302
<b>Political Party Identification</b>		
Labour Loyal	415	392
Labour Disloyal	85	90
Conservative	390	392
Liberal Democrat	161	181
Others	54	45
None	360	370
Don't know	44	38