

YouGov / The Sun Survey Results

Sample Size: 846 GB Adults
Fieldwork: 1st March 2010

	Voting intention			Gender		Age			Social Grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of	Midlands /	North	Scotland
Weighted Sample	846				406	440	263	287	296	465	381	108	275	181	208	74
Unweighted Sample	846	279	212	96	393	453	246	264	336	512	334	127	274	163	182	100
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think Gordon Brown..

25-26 Feb 28 Feb - 1 Mar

Does or does not understand the problems faced by people like you?

Understands the problems faced by people like me	35	33	14	75	35	33	33	30	37	32	35	31	26	30	36	32	50
Does not understand the problems faced by people like me	53	56	81	16	55	57	56	53	54	62	55	58	59	59	58	55	40
Don't know	12	11	5	9	10	10	12	18	9	7	11	11	16	11	6	13	10

Has or lacks the kind of character needed to be an effective Prime Minister?

Has the kind of character needed to be an effective Prime Minister	28	26	5	68	29	27	25	20	29	29	25	28	23	21	31	25	44
Lacks the kind of character needed to be an effective Prime Minister	60	61	93	22	60	63	60	60	57	66	64	58	61	69	59	58	45
Don't know	12	13	2	10	12	10	15	20	14	5	12	14	16	10	10	17	11

Do you think David Cameron...

Does or does not understand the problems faced by people like you?

Understands the problems faced by people like me	25	30	65	13	16	33	27	30	29	30	32	28	26	36	29	26	25
Does not understand the problems faced by people like me	57	54	22	79	72	53	55	48	55	59	53	55	53	44	65	55	63
Don't know	19	16	13	8	12	14	18	22	16	11	15	17	21	20	6	18	12

Has or lacks the kind of character needed to be an effective Prime Minister?

Has the kind of character needed to be an effective Prime Minister	40	41	83	18	36	43	40	42	42	40	46	35	43	47	43	36	31
Lacks the kind of character needed to be an effective Prime Minister	39	40	9	70	47	42	38	31	39	49	35	46	29	34	45	44	54
Don't know	21	19	8	12	17	15	22	27	19	11	19	19	28	19	13	20	15

If the Conservatives win the coming election and David Cameron becomes Prime Minister, do you think everyday life in Britain will...

Change for the better	25	29	67	1	9	27	24	25	22	28	28	23	28	33	19	22	17
Change for the worse	29	29	1	77	36	33	26	20	35	32	28	31	23	22	39	27	49
Not change much either way	38	38	28	19	50	36	40	41	38	35	38	38	39	37	36	45	26
Don't know	8	8	4	3	5	5	10	15	5	4	6	9	11	9	6	6	9