

# YouGov / The Sun Survey Results

Sample Size: 1466 GB Adults  
Fieldwork: 14th - 15th 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
<b>1466</b>	451	380	250	704	762	428	526	513	806	660	188	476	314	361	127
	458	387	236	697	769	429	467	570	861	605	198	466	318	342	142
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

	7 - 8 Mar	14 - 15 Mar														
Con	37	100	0	0	37	38	36	33	43	42	31	41	44	35	36	17
Lab	32	0	100	0	32	31	28	38	29	28	36	31	22	33	40	41
Lib Dem	21	0	0	100	20	21	28	20	17	21	20	20	26	22	15	15
Other	10	0	0	0	11	9	8	10	12	8	13	8	8	10	8	27
Other Parties Voting Intention																
UKIP	3	0	0	0	3	3	2	2	5	2	4	2	4	1	4	1
BNP	3	0	0	0	4	2	2	3	3	2	4	3	2	5	3	1
SNP / PCY	2	0	0	0	3	2	2	2	3	2	3	0	0	2	0	22
Green	2	0	0	0	1	2	3	1	1	1	2	1	2	1	1	4
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	0	0	0	1	0	0	1	0
Non Voters		100	100	100												
Would Not Vote	6	0	0	0	5	7	9	6	4	5	8	4	5	7	6	9
Don't know	12	0	0	0	8	15	13	12	10	13	10	9	12	12	12	13

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

Approve	24	23	2	71	15	27	20	19	27	23	24	23	23	20	23	25	34
Disapprove	59	61	91	15	65	60	61	55	57	70	63	59	56	67	58	62	49
Don't know	17	16	8	14	19	13	19	26	16	8	14	18	21	13	19	14	17

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

David Cameron	33	32	87	3	7	34	31	32	29	35	37	26	34	37	31	31	17
Gordon Brown	27	26	0	83	9	30	23	22	30	25	24	29	24	20	28	28	40
Nick Clegg	8	13	2	4	56	15	11	16	12	11	13	12	14	13	15	12	8
Don't know	32	29	11	10	27	22	36	30	29	29	26	33	28	30	27	29	35

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

Conservative	36	33	88	2	14	35	32	31	30	39	37	28	36	39	31	31	19
Labour	30	30	0	90	21	33	26	28	34	26	28	32	28	23	31	34	43
Neither	24	27	7	5	56	24	30	26	28	26	26	28	22	28	28	26	29
Don't know	10	10	5	3	8	8	12	14	9	9	9	11	14	10	11	9	10

**Weighted Sample**  
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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	34	<b>31</b>	5	83	22	35	28	28	34	30	28	35	36	24	32	33	44
Conservative	27	<b>28</b>	75	3	6	28	27	26	24	33	32	23	25	31	29	28	14
Liberal Democrat	11	<b>13</b>	4	2	57	15	12	15	14	12	14	13	13	17	14	11	8
Other	3	<b>2</b>	1	0	0	3	2	1	3	3	2	2	2	1	3	2	5
None	10	<b>11</b>	7	5	4	9	12	9	12	11	9	13	8	10	11	14	10
Don't know	15	<b>15</b>	7	6	11	10	19	20	14	11	15	14	16	17	12	12	18

**Asylum and immigration**

Conservative	39	<b>39</b>	79	21	22	43	36	34	39	44	43	34	47	42	36	37	33
Labour	16	<b>15</b>	1	49	4	15	14	12	19	12	14	15	14	12	15	18	15
Liberal Democrat	9	<b>13</b>	3	9	52	14	11	18	11	11	13	12	12	15	15	9	12
Other	9	<b>7</b>	5	2	3	8	7	6	7	8	7	8	4	8	8	8	6
None	12	<b>12</b>	7	12	6	11	14	13	12	13	10	16	7	10	13	17	15
Don't know	15	<b>14</b>	6	7	13	9	18	18	12	12	13	15	15	13	13	12	20

**Law and order**

Conservative	40	<b>38</b>	86	11	20	41	36	32	36	45	42	34	46	42	34	35	29
Labour	21	<b>22</b>	1	71	9	24	20	20	25	20	20	24	19	18	22	26	30
Liberal Democrat	7	<b>10</b>	2	3	49	12	9	15	9	8	10	10	10	12	14	7	3
Other	5	<b>4</b>	1	1	2	5	3	2	4	5	4	4	1	3	5	5	6
None	11	<b>11</b>	5	7	7	9	13	11	11	10	9	13	8	9	11	14	12
Don't know	16	<b>15</b>	5	7	13	10	19	20	15	12	16	15	16	16	14	12	20

**Education and schools**

Conservative	31	<b>30</b>	79	3	9	31	28	27	25	36	34	25	30	33	30	29	15
Labour	28	<b>27</b>	3	82	12	30	25	24	31	26	25	31	27	22	30	30	33
Liberal Democrat	13	<b>16</b>	6	4	63	18	14	19	15	14	17	14	18	19	16	12	14
Other	3	<b>3</b>	1	0	1	4	2	2	2	3	3	3	2	2	3	3	4
None	10	<b>9</b>	5	5	4	8	11	8	11	9	8	12	6	9	8	12	10
Don't know	15	<b>15</b>	7	5	10	10	21	19	15	12	15	16	17	15	13	14	24

**Taxation**

Conservative	29	<b>28</b>	75	3	6	31	25	25	25	33	33	22	29	34	24	27	14
Labour	26	<b>24</b>	2	74	8	26	22	20	29	22	21	27	23	21	23	25	33
Liberal Democrat	13	<b>18</b>	6	9	66	19	16	21	16	16	18	17	19	18	20	15	17
Other	4	<b>3</b>	1	0	0	3	2	2	3	3	2	3	2	2	3	2	5
None	12	<b>12</b>	6	8	6	10	14	11	13	11	10	15	8	10	13	16	11
Don't know	16	<b>16</b>	10	6	14	11	21	21	14	15	16	17	19	16	15	15	21

**Weighted Sample**  
Unweighted Sample

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

**Unemployment**

Labour	28	<b>27</b>	6	76	14	32	22	24	31	24	26	28	34	20	26	29	37
Conservative	26	<b>26</b>	70	4	10	27	26	23	25	30	29	23	24	32	24	24	19
Liberal Democrat	9	<b>12</b>	4	3	52	13	11	17	10	10	13	11	14	14	14	9	6
Other	4	<b>3</b>	1	1	0	4	2	2	3	5	3	4	1	3	3	4	5
None	14	<b>14</b>	8	9	7	11	15	11	15	14	11	16	6	13	15	17	12
Don't know	19	<b>18</b>	11	7	17	13	23	22	17	17	18	18	21	19	17	16	22

**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	39	<b>39</b>	22	74	37	39	38	31	45	39	40	36	41	38	39	36	43
Strong	23	<b>23</b>	7	53	19	24	22	21	27	20	23	23	21	20	26	19	36
Honest	22	<b>23</b>	7	56	20	25	21	20	24	24	24	21	21	19	25	23	37
Good in a crisis	19	<b>18</b>	3	48	18	20	17	14	23	17	20	17	19	15	18	18	32
Decisive	16	<b>16</b>	3	41	14	15	17	15	19	13	16	16	16	11	19	17	24
In touch with the concerns of ordinary people	18	<b>16</b>	1	46	9	14	17	11	21	14	14	17	17	13	15	16	22
A natural leader	5	<b>5</b>	1	14	2	6	4	4	5	5	4	6	4	2	6	6	10
Charismatic	2	<b>2</b>	1	6	0	2	2	2	1	2	1	3	2	1	2	2	5
None of these	41	<b>43</b>	69	7	41	44	42	41	39	47	43	43	39	47	40	45	32
Don't know	6	<b>6</b>	3	1	3	4	7	9	5	3	4	8	5	6	5	5	9

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

Charismatic	37	<b>41</b>	58	33	40	42	40	40	45	37	44	37	46	43	39	38	34
A natural leader	21	<b>23</b>	51	9	17	24	21	25	23	21	25	20	24	26	20	23	13
Decisive	20	<b>22</b>	49	10	11	23	20	24	18	24	24	19	24	26	20	21	12
Honest	18	<b>21</b>	54	7	9	23	18	16	19	27	24	17	18	26	22	19	8
Strong	17	<b>18</b>	41	9	11	20	17	21	16	19	20	17	22	21	14	19	12
In touch with the concerns of ordinary people	18	<b>18</b>	46	3	5	18	17	17	12	23	18	17	15	21	20	15	9
Sticks to what he believes in	18	<b>17</b>	39	6	10	18	16	14	16	21	17	16	18	20	16	16	10
Good in a crisis	10	<b>10</b>	26	2	4	10	10	10	8	12	11	8	12	12	7	12	4
None of these	32	<b>29</b>	4	46	35	32	26	23	32	31	27	31	26	28	26	30	39
Don't know	12	<b>12</b>	6	10	7	8	15	16	11	10	9	15	14	10	12	13	13

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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	22	<b>25</b>	23	27	53	30	20	20	25	29	26	23	23	29	24	22	22
In touch with the concerns of ordinary people	20	<b>23</b>	20	20	57	24	22	20	21	28	24	21	24	27	22	22	14
Sticks to what he believes in	17	<b>20</b>	18	17	47	25	15	20	20	20	19	21	17	22	24	17	16
Charismatic	11	<b>12</b>	13	13	22	14	11	13	12	13	12	12	17	12	16	10	6
Decisive	8	<b>11</b>	10	7	29	12	9	9	9	14	11	11	9	10	15	11	7
Strong	6	<b>8</b>	7	6	21	9	7	7	6	10	7	8	8	7	8	8	6
A natural leader	7	<b>8</b>	11	6	20	9	7	8	8	9	8	9	8	9	9	9	3
Good in a crisis	3	<b>3</b>	2	3	11	4	2	4	4	2	3	4	4	4	5	3	1
None of these	24	<b>22</b>	24	22	4	24	19	17	25	22	21	23	19	18	21	28	23
Don't know	37	<b>36</b>	34	36	16	29	42	42	36	30	35	37	42	35	33	34	44

## 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	79	89
Male 25 to 39	176	190
Male 40 to 54	147	190
Male 55 +	295	234
Female 18 to 24	84	88
Female 25 to 39	226	190
Female 40 to 54	184	205
Female 55 +	275	278
<b>Region</b>		
North England	342	361
Midlands	233	240
East England	133	141
London	198	188
South England	333	335
Wales	85	73
Scotland	142	127
<b>Social Grade</b>		
ABC1	861	806
C2DE	605	660
<b>Newspaper Type</b>		
Express / Mail	343	234
Sun / Star	239	322
Mirror / Record	153	234
Guardian / Independent	113	59
FT / Times / Telegraph	152	139
Other Paper	203	183
No Paper	262	293
<b>Political Party Identification</b>		
Labour Loyal	415	381
Labour Disloyal	76	88
Conservative	375	381
Liberal Democrat	133	176
Others	62	44
None	343	359
Don't know	61	37