

YouGov / The Sun Survey Results

Sample Size: 1756 GB Adults
Fieldwork: 22nd - 23rd 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
1756	508	458	252	843	913	530	612	614	964	791	224	571	375	431	155
1756	590	391	262	847	909	498	580	678	1154	601	195	617	350	445	149
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't Know and Wouldn't Vote]

	22-23 Apr 2009	22-23 Mar 2010														
Con	37		35	38	35	32	41	40	31	34	43	38	32	27		
Lab	33		36	30	32	38	29	31	36	33	25	32	41	43		
Lib Dem	18		17	20	24	13	19	19	17	19	20	20	17	8		
Other	12		12	13	9	16	11	10	15	13	13	10	10	22		

Other Parties Voting Intention

UKIP	4	5	3	1	6	4	3	5	6	5	4	3	0
BNP	3	2	4	2	5	2	2	4	4	2	3	4	2
SNP / PCY	2	2	1	1	2	3	2	1	0	0	2	0	16
Green	2	1	4	4	2	1	2	3	3	4	1	2	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	1	0	0	1	1	1	0	0	1	0	1	2

Non Voters

Would Not Vote	8	7	10	14	8	5	5	13	6	9	7	10	6
Don't know	13	9	15	16	12	10	11	14	15	12	10	14	15

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

Conservative	39	33	89	1	21	36	31	29	30	41	38	27	37	38	35	27	25
Labour	24	28	1	86	16	33	23	25	32	26	28	28	25	23	28	32	38
Neither	27	27	6	8	50	23	31	27	29	25	24	31	26	26	26	31	25
Don't know	10	11	4	5	13	8	15	18	9	8	10	14	11	13	11	10	12

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

Get a lot better	1	3	3	3	3	4	2	6	3	1	3	3	4	2	4	3	2
Get a little better	12	20	18	31	18	23	16	30	19	12	20	19	22	20	15	20	24
TOTAL BETTER	13	23	21	34	21	27	18	36	22	13	23	22	26	22	19	23	26
Stay the same	31	39	42	41	44	38	41	39	37	42	37	43	43	36	45	38	38
Get a little worse	34	25	27	19	27	24	27	12	28	34	29	21	16	28	26	26	27
Get a lot worse	19	8	7	4	5	8	8	4	11	9	8	8	12	8	6	9	6
TOTAL WORSE	53	33	34	23	32	32	35	16	39	43	37	29	28	36	32	35	33
Don't know	3	4	2	3	3	4	5	8	3	2	3	6	3	5	5	5	3

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Total	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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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Looking further ahead, how do you think the financial situation of your household will change during the two or three years following the next 12 months?

Get a lot better	5	6	8	8	3	8	5	12	5	3	7	5	7	6	7	6	5
Get a little better	30	31	34	39	31	36	27	40	32	23	32	30	35	30	31	30	33
TOTAL BETTER	35	37	42	47	34	44	32	52	37	26	39	35	42	36	38	36	38
Stay the same	23	26	25	30	28	24	28	23	26	28	24	29	26	23	27	28	29
Get a little worse	24	21	22	12	24	20	22	10	21	30	23	18	16	23	22	20	21
Get a lot worse	12	7	6	3	6	7	7	3	10	8	8	6	7	9	5	7	6
TOTAL WORSE	36	28	28	15	30	27	29	13	31	38	31	24	23	32	27	27	27
Don't know	7	9	5	8	8	6	11	12	7	8	6	11	8	9	8	10	5

Overall, do you think the Government's measures for tackling Britain's recession...?

Have started to work	6	18	4	47	13	26	11	18	17	19	18	18	21	16	15	18	28
Will start to work in the near future	13	10	3	22	11	10	10	13	12	6	11	10	11	8	9	12	13
Will start to work but not for some time	27	20	18	20	28	18	23	25	20	18	22	19	19	19	21	23	20
Will make little or no difference to the economy	23	24	33	6	30	22	26	18	26	27	24	24	21	26	29	21	18
Will end up making things worse	25	18	35	2	9	19	16	11	17	24	19	16	18	20	17	17	12
Don't know	6	10	6	3	9	5	14	15	8	6	7	13	10	10	9	10	9

Do you think Alistair Darling is doing a good job or a bad job as Chancellor of the Exchequer?

He is doing a good job	20	23	6	62	18	30	17	20	23	27	23	23	24	21	22	24	31
He is doing a bad job	53	40	67	10	37	44	36	35	43	41	42	36	33	42	41	42	30
Don't know	27	37	26	28	45	26	47	45	35	32	34	40	42	37	36	34	38

Which of these would make the best Chancellor of the Exchequer?

Alistair Darling	15	17	2	53	4	20	14	13	17	20	15	18	17	13	18	19	24
George Osborne	15	13	37	2	4	15	11	12	11	16	15	11	10	14	15	12	11
Vincent Cable	22	23	22	18	50	31	17	15	23	31	29	17	28	28	22	17	23
Don't know	48	47	39	28	43	34	58	60	50	33	41	54	45	45	45	53	42

03-04
Dec
2009
22-23
Mar
2010

Which of the following best fits your view?

The deficit should mainly be reduced by putting up taxes, not reducing public spending, not	30	25	12	42	35	29	21	20	25	29	26	24	24	23	27	27	24
The deficit should mainly be reduced by reducing public spending, not	52	54	75	43	52	57	52	55	55	53	58	50	48	59	55	49	58
Don't know	18	21	13	15	14	14	26	25	20	18	16	27	28	18	18	24	17

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

16
Feb
2010

**22-23
Mar
2010**

Most observers agree that the government will have to make sharp cuts in public spending to cut the country's deficit. There are different views on how soon the government should cut spending. Which of the following best reflects your view?

The government should cut spending sooner rather than later: the longer	44	45	70	27	40	49	42	44	43	48	49	40	49	48	40	44	47
The government should not cut spending too soon: it would risk putting	38	36	19	61	45	41	32	31	40	37	38	34	38	31	39	39	38
Neither	5	6	5	4	6	3	9	5	6	7	4	9	8	7	7	5	6
Don't know	13	12	6	8	9	7	17	19	11	8	9	17	6	14	14	12	10

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	84	106
Male 25 to 39	181	229
Male 40 to 54	221	228
Male 55 +	361	280
Female 18 to 24	92	106
Female 25 to 39	276	228
Female 40 to 54	224	245
Female 55 +	317	333
Region		
North England	445	431
Midlands	246	287
East England	164	168
London	195	224
South England	453	402
Wales	104	88
Scotland	149	155
Social Grade		
ABC1	1154	964
C2DE	601	791
Newspaper Type		
Express / Mail	414	281
Sun / Star	207	386
Mirror / Record	145	281
Guardian / Independent	185	70
FT / Times / Telegraph	280	167
Other Paper	213	219
No Paper	311	351
Political Party Identification		
Labour Loyal	363	457
Labour Disloyal	122	106
Conservative	520	456
Liberal Democrat	180	210
Others	80	53
None	426	429
Don't know	64	44