

YouGov / The Sun Survey Results

Sample Size: 1491 GB Adults
Fieldwork: 25th - 26th 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
1491	407	341	356	714	777	445	525	522	818	671	190	484	319	367	130
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Taking into account likelihood to vote]

18-19 Apr
25-26 Apr

Con	33	100	0	0	32	35	28	30	40	35	31	35	41	37	24	19
Lib Dem	29	0	0	100	29	28	38	26	23	29	28	30	31	27	28	22
Lab	28	0	100	0	27	28	26	31	26	27	29	31	19	25	39	30
Other	10	0	0	0	13	8	8	12	11	10	12	5	9	11	9	29

Other Parties Voting Intention

SNP / PCY	3	0	0	0	2	3	1	4	3	3	3	0	0	2	0	23
UKIP	3	0	0	0	5	2	3	2	5	3	4	1	3	6	4	1
Green	2	0	0	0	2	2	2	2	1	2	2	2	2	1	1	3
BNP	2	0	0	0	3	1	2	3	1	2	3	2	2	2	3	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	1	1	0	2	0	1	1	1	1	0	1	2

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	4	4	6	4	3	3	6	5	3	4	5	4
1	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	1
2	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0
3	1	0	0	1	1	1	1	1	1	1	1	0	2	0	1	0
4	1	1	0	0	0	1	0	1	1	1	1	1	0	1	2	0
5	3	2	3	1	3	2	4	3	1	2	3	1	2	1	4	5
6	2	1	3	1	2	2	3	2	1	2	2	0	2	3	1	2
7	4	4	3	5	4	4	4	5	3	4	4	2	4	4	5	3
8	6	4	5	8	6	6	8	6	5	6	6	7	5	6	6	8
9	10	12	11	13	12	9	12	8	11	9	11	10	11	12	8	10
10 - Absolutely certain to vote	68	75	74	70	66	69	59	70	73	71	63	72	69	66	65	67
Don't know	1	1	0	1	1	1	2	1	1	0	2	2	1	1	1	1

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
1491	407	341	356	714	777	445	525	522	818	671	190	484	319	367	130
1491	424	329	349	670	821	428	470	593	907	582	201	525	304	332	129
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[All those to name a party]

Con	33	100	0	0	31	35	27	31	39	35	30	34	40	37	24	19
Lib Dem	29	0	0	100	29	28	38	26	24	29	29	30	32	27	28	23
Lab	28	0	100	0	27	28	27	30	26	27	28	32	19	25	39	29
Other	11	0	0	0	13	9	8	13	11	10	12	5	9	11	9	29

Other Parties Voting Intention

SNP / PCY	3	0	0	0	3	3	1	4	3	2	3	0	1	2	0	22
Green	2	0	0	0	2	2	2	2	1	2	2	2	3	1	1	3
UKIP	3	0	0	0	5	2	3	2	5	3	4	0	3	6	4	1
BNP	2	0	0	0	3	1	2	3	2	2	3	2	2	2	3	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Other	1	0	0	0	1	1	0	2	1	1	1	1	1	0	1	2

Non Voters

Would Not Vote	4	0	0	0	4	4	6	4	3	3	6	5	3	4	5	4
Don't know	13	0	0	0	9	16	14	13	12	11	14	12	13	14	12	12

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

Approve	25	26	2	75	20	29	24	26	26	26	26	27	22	22	30	40
Disapprove	61	61	95	11	65	63	59	53	60	68	62	59	60	67	56	48
Don't know	15	13	3	15	15	9	17	21	14	6	12	14	13	12	13	12

Which of these would make the best Prime Minister?

David Cameron	28	30	89	1	4	32	28	25	28	35	32	27	31	36	35	21	17
Gordon Brown	23	27	1	85	11	29	24	25	29	25	26	27	22	23	23	34	36
Nick Clegg	27	23	4	4	68	23	23	28	24	18	24	22	29	22	21	25	18
Don't know	22	21	6	10	17	16	25	22	19	21	18	24	18	20	20	20	29

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

Conservative	35	35	94	0	17	36	35	31	32	42	38	33	34	44	40	24	25
Labour	31	35	1	94	30	37	32	40	36	29	35	34	35	29	33	41	45
Neither	24	21	3	4	44	20	22	18	23	21	20	22	20	18	18	25	26
Don't know	10	9	2	1	9	7	11	10	8	8	7	11	11	9	9	9	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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1491	424	329	349	670	821	428	470	593	907	582	201	525	304	332	129
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	32	34	6	90	24	36	32	33	36	31	34	33	35	29	29	40	41
Conservative	26	28	80	3	7	31	26	26	25	34	30	27	30	35	31	22	15
Liberal Democrat	20	16	2	1	53	17	16	19	17	13	17	15	18	17	13	16	19
Other	2	3	0	1	0	2	3	2	2	3	2	3	1	2	2	3	7
None	6	6	5	1	3	6	5	4	8	5	4	7	3	5	7	6	6
Don't know	14	13	8	4	13	9	18	16	11	13	12	15	13	12	17	13	12

Asylum and immigration

Conservative	36	37	83	13	21	39	35	35	34	41	39	34	41	41	38	31	30
Liberal Democrat	22	19	5	11	50	20	18	24	19	15	21	17	16	20	19	20	19
Labour	14	15	1	53	6	14	16	13	18	14	16	14	19	11	13	19	21
Other	8	8	4	5	4	9	8	8	7	10	6	11	7	10	7	8	8
None	7	8	4	8	8	10	6	6	10	8	7	10	7	7	8	10	11
Don't know	13	12	4	10	12	7	17	14	11	11	10	15	10	12	15	12	11

Law and order

Conservative	38	38	90	8	19	41	34	35	35	42	40	34	39	45	39	30	26
Labour	21	24	1	79	12	24	23	25	24	23	23	24	26	18	21	29	30
Liberal Democrat	17	15	2	2	49	14	16	17	18	10	16	14	16	15	13	14	18
Other	3	4	0	1	2	4	4	3	4	5	3	5	2	4	3	4	7
None	6	6	2	3	4	7	5	3	7	7	5	6	3	5	5	8	7
Don't know	14	14	5	7	16	10	19	17	13	14	12	17	13	12	19	15	13

Education and schools

Conservative	29	28	81	2	7	29	27	22	28	35	30	26	29	34	29	23	21
Labour	25	27	3	86	11	30	25	29	27	26	26	29	28	23	24	33	31
Liberal Democrat	26	22	5	4	67	22	22	28	22	16	23	20	26	23	23	19	17
Other	2	3	1	1	0	3	3	3	3	4	4	3	2	3	3	3	8
None	5	5	3	3	3	6	5	4	7	5	4	7	4	4	6	8	5
Don't know	13	14	8	4	11	9	18	15	13	13	12	15	10	13	15	14	17

Taxation

Conservative	28	28	80	2	5	31	25	25	25	34	31	25	30	34	29	21	21
Labour	21	24	2	81	10	25	24	23	27	24	23	25	23	19	20	35	26
Liberal Democrat	27	23	5	7	66	25	21	29	23	18	25	21	28	23	24	19	26
Other	3	3	0	1	1	3	3	2	3	3	3	3	2	3	2	2	6
None	6	8	4	5	5	9	6	6	8	8	6	9	8	6	8	8	11
Don't know	14	14	8	4	13	6	20	15	14	12	12	16	8	14	16	14	11

Weighted Sample
Unweighted Sample

	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
1491	407	341	356	714	777	445	525	522	818	671	190	484	319	367	130
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Unemployment

		%	%	%	%	%	%	%	%	%	%	%	%	%	%		
Conservative	26	27	78	2	5	30	25	25	25	31	29	24	29	32	31	19	19
Labour	24	27	4	87	14	29	26	24	31	26	27	28	29	23	23	34	33
Liberal Democrat	19	17	2	1	55	17	17	21	18	12	18	15	21	17	14	16	17
Other	3	4	1	1	1	4	4	3	3	5	3	5	1	4	3	3	7
None	8	8	4	3	5	9	6	6	8	9	6	10	4	6	10	9	10
Don't know	19	18	12	6	20	12	23	21	15	17	17	18	16	18	19	18	14

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	38	41	22	75	43	44	37	40	44	38	42	38	44	38	38	42	46
Strong	26	26	6	64	23	29	24	29	28	23	27	26	24	23	25	27	43
Good in a crisis	23	24	3	61	24	27	21	26	24	22	25	23	28	21	19	28	30
Honest	22	23	3	56	25	23	23	19	24	26	24	22	24	19	19	26	40
Decisive	18	20	5	52	17	20	21	23	21	17	19	22	22	19	16	23	23
In touch with the concerns of ordinary people	17	17	1	53	10	16	19	17	18	18	16	20	19	14	17	20	23
A natural leader	7	6	1	17	5	7	5	7	6	5	7	5	4	5	5	8	9
Charismatic	2	2	1	4	1	2	1	2	1	1	2	2	2	1	2	1	2
None of these	41	40	69	3	38	38	43	34	38	48	41	40	40	45	43	37	26
Don't know	5	5	2	2	2	3	6	8	4	3	4	6	2	5	6	4	7

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

Charismatic	40	43	63	34	46	45	42	51	43	38	46	41	51	49	41	37	40
A natural leader	26	25	50	10	20	26	24	28	22	24	27	21	29	29	24	19	18
Decisive	23	23	55	5	15	24	21	21	22	25	24	22	23	27	24	18	16
Sticks to what he believes in	18	21	49	8	14	21	22	18	19	27	21	21	25	24	22	16	20
Strong	20	21	50	6	11	20	21	20	18	23	23	18	25	24	22	16	14
Honest	19	18	49	2	8	19	17	11	17	25	19	16	22	20	18	11	18
In touch with the concerns of ordinary people	18	17	49	2	5	16	18	14	17	20	17	17	18	22	17	11	13
Good in a crisis	10	10	25	2	4	10	9	11	8	11	10	10	11	11	10	6	10
None of these	31	29	3	49	34	31	27	23	32	31	27	31	25	25	28	36	32
Don't know	10	8	3	7	5	5	11	9	8	8	8	9	7	7	9	9	12

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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.

Charismatic	42	42	43	42	52	42	42	45	38	44	46	37	47	45	39	38	45
Honest	43	35	22	33	66	38	31	43	33	30	36	33	35	37	33	34	32
In touch with the concerns of ordinary people	42	35	25	28	68	34	36	44	32	30	36	33	40	36	35	35	25
Sticks to what he believes in	29	27	21	21	51	29	25	33	24	25	28	26	30	29	26	26	24
Decisive	20	19	13	10	43	20	19	22	20	17	20	18	16	19	19	21	20
A natural leader	22	19	13	11	40	20	18	22	18	16	21	16	21	19	21	15	19
Strong	21	17	13	10	37	16	19	20	18	15	18	16	17	16	20	18	20
Good in a crisis	8	6	3	3	16	7	6	9	6	5	7	6	6	6	5	6	14
None of these	13	16	24	16	2	17	14	10	18	19	15	16	12	14	20	15	17
Don't know	16	15	11	17	6	9	20	14	16	15	13	17	13	16	14	13	19

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	57	89
Male 25 to 39	165	193
Male 40 to 54	149	193
Male 55 +	299	238
Female 18 to 24	105	90
Female 25 to 39	230	194
Female 40 to 54	192	208
Female 55 +	294	284
Region		
North England	332	367
Midlands	220	245
East England	140	143
London	201	190
South England	385	341
Wales	84	74
Scotland	129	130
Social Grade		
ABC1	907	818
C2DE	582	671
Newspaper Type		
Express / Mail	369	238
Sun / Star	197	327
Mirror / Record	133	239
Guardian / Independent	121	60
FT / Times / Telegraph	171	141
Other Paper	217	186
No Paper	282	299
Political Party Identification		
Labour Loyal	389	389
Labour Disloyal	91	89
Conservative	382	387
Liberal Democrat	150	180
Others	59	45
None	357	365
Don't know	63	37