

YouGov / Sun Survey Results

Sample Size: 1578 GB Adults
Fieldwork: 21st - 22nd February 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 South	Midlands / Wales	North	Scotland
Weighted Sample	1578	487	405	211	757	821	457	569	552	868	710	202	513	338	388	137
Unweighted Sample	1578	495	361	214	722	856	558	530	490	889	689	250	511	300	368	149
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding don't know and wouldn't vote]

Con	39	100	0	0	36	42	38	37	42	41	37	47	46	41	33	17
Lab	33	0	100	0	32	33	32	35	30	32	34	30	27	32	39	39
Lib Dem	17	0	0	100	18	16	20	18	13	19	15	15	16	15	21	18
Other	12	0	0	0	14	9	10	10	15	9	14	8	11	13	8	26

Other Parties Voting Intention

UKIP	3	0	0	0	4	3	2	2	5	3	4	2	5	4	3	1
SNP / PCY	3	0	0	0	3	2	2	2	3	2	3	1	0	3	0	20
BNP	3	0	0	0	4	2	1	3	3	2	4	2	4	2	4	1
Green	2	0	0	0	1	2	3	1	1	1	3	1	3	2	1	1
Respect	0	0	0	0	0	0	0	0	1	1	0	2	0	0	0	1
Other	1	0	0	0	1	1	2	0	1	1	1	0	0	1	1	3

Non Voters

Would Not Vote	8	0	0	0	5	10	13	6	5	6	10	7	7	9	8	6
Don't know	14	0	0	0	8	18	14	14	12	11	16	14	14	11	14	14

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

Approve	20	2	61	16	24	17	18	21	22	23	18	24	17	17	22	32
Disapprove	61	91	17	63	64	60	57	63	64	61	63	60	67	62	59	48
Don't know	18	7	22	21	12	24	25	17	14	17	20	16	16	21	20	20

Which of these would make the best Prime Minister?

David Cameron	32	85	3	9	35	30	32	30	35	35	28	39	38	31	26	18
Gordon Brown	25	0	79	11	28	22	22	26	26	26	24	24	19	25	27	45
Nick Clegg	10	3	3	50	13	8	10	10	10	10	10	8	8	11	13	7
Don't know	33	12	16	30	25	41	36	35	29	29	38	29	35	33	34	30

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

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

Conservative	34	88	2	14	35	33	30	32	40	38	29	41	41	34	28	17
Labour	29	1	88	21	32	26	30	30	27	30	27	26	23	29	32	43
Neither	27	8	8	54	27	28	27	29	26	24	31	21	26	27	30	31
Don't know	10	4	2	11	7	13	14	10	7	8	13	11	10	10	10	8

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	6	88	19	37	28	31	34	31	33	31	33	28	32	35	41
Conservative	28	76	1	5	29	27	22	28	33	30	25	31	34	28	24	11
Liberal Democrat	11	4	1	54	12	10	12	10	12	12	10	10	9	11	14	16
Other	3	0	0	0	3	2	1	3	3	2	3	2	3	2	3	4
None	11	6	4	10	9	13	10	13	10	11	11	8	12	11	11	14
Don't know	15	7	6	13	10	21	25	12	11	12	19	16	15	16	15	15

Asylum and immigration

Conservative	41	82	23	28	43	40	38	41	43	44	38	50	42	43	37	30
Labour	14	1	45	6	16	13	13	16	14	17	12	14	11	13	18	23
Liberal Democrat	9	2	5	41	10	7	10	7	10	9	8	8	10	7	10	10
Other	8	4	5	3	10	5	6	8	10	6	10	5	8	9	8	7
None	13	6	12	11	12	14	11	16	13	12	15	9	13	15	14	14
Don't know	15	5	11	12	9	20	22	12	11	12	18	14	16	14	13	16

Law and order

Conservative	40	86	15	24	44	36	33	40	45	44	35	44	44	42	34	29
Labour	21	2	65	9	22	20	21	21	21	21	20	21	16	20	22	36
Liberal Democrat	7	1	2	39	8	7	9	7	7	8	6	7	7	6	10	5
Other	4	0	1	0	5	3	2	4	5	3	6	3	4	5	4	4
None	12	6	9	12	11	13	10	16	10	11	13	9	13	13	12	11
Don't know	16	6	9	16	10	21	25	13	12	13	20	15	16	15	17	14

Education and schools

Conservative	30	77	3	5	32	29	27	28	34	32	27	34	37	30	24	18
Labour	27	4	81	12	29	25	24	30	27	27	26	26	22	26	31	39
Liberal Democrat	14	5	5	62	17	11	16	13	13	16	11	14	12	16	14	11
Other	3	0	0	0	4	3	2	3	5	2	5	3	3	4	3	6
None	11	6	5	8	9	12	9	12	10	10	11	8	11	10	12	11
Don't know	16	7	7	13	10	20	23	13	12	13	19	16	16	15	17	14

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

Taxation

Conservative	29	74	3	8	33	25	26	28	33	32	25	31	32	30	27	19
Labour	25	4	75	10	26	23	23	26	24	25	24	24	19	26	27	35
Liberal Democrat	14	5	8	57	16	11	13	15	13	15	13	13	12	17	14	12
Other	3	0	0	0	4	3	3	3	5	2	4	2	4	3	2	7
None	12	8	6	11	9	15	11	14	11	12	13	10	15	9	13	12
Don't know	18	10	8	15	11	24	25	14	15	14	21	20	19	15	17	15

Unemployment

Conservative	28	76	2	8	30	27	26	25	33	31	25	33	32	29	24	14
Labour	27	4	80	15	33	22	27	28	27	29	26	24	22	29	30	42
Liberal Democrat	10	3	2	47	10	9	10	9	10	11	8	7	8	9	13	10
Other	4	0	0	0	5	3	3	3	5	3	5	3	4	4	4	4
None	13	8	7	13	11	15	10	16	13	13	14	10	14	14	13	14
Don't know	18	9	9	18	12	25	25	18	13	15	23	22	20	15	18	16

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	37	20	72	42	40	34	30	39	40	41	32	36	31	39	36	53
Honest	24	9	57	23	26	22	21	24	27	28	19	22	17	27	25	43
Strong	21	8	50	17	23	19	20	20	23	23	18	21	17	20	21	39
Good in a crisis	17	3	47	18	20	16	18	15	20	20	15	18	13	20	17	28
Decisive	16	5	39	15	17	15	16	16	16	17	15	19	11	17	17	25
In touch with the concerns of ordinary people	15	2	42	11	13	17	11	14	19	16	13	14	11	15	16	27
A natural leader	4	1	11	2	4	4	4	5	3	4	4	2	3	2	5	11
Charismatic	3	1	8	2	2	3	2	3	3	2	4	3	2	1	4	7
None of these	43	70	5	35	41	45	41	42	45	41	46	46	49	41	41	25
Don't know	7	3	2	8	5	9	12	7	5	6	9	6	7	7	9	6

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

Charismatic	37	57	31	39	43	33	40	39	34	42	32	42	40	37	33	34
A natural leader	22	49	9	16	25	20	23	23	21	26	18	28	23	25	19	18
Decisive	21	46	7	13	22	20	20	20	23	23	19	29	21	21	18	13
Honest	17	43	3	7	22	14	12	16	24	20	14	23	21	17	12	12
Strong	17	41	6	6	18	17	17	17	18	19	15	23	19	17	15	11
In touch with the concerns of ordinary people	17	46	3	5	17	18	14	16	21	19	15	20	21	18	13	10
Sticks to what he believes in	17	40	7	7	18	16	15	14	21	19	14	24	19	16	14	10
Good in a crisis	9	23	2	2	10	8	7	8	11	10	8	14	10	8	7	4
None of these	31	7	51	37	33	30	26	34	33	31	32	25	26	32	38	37
Don't know	13	6	9	10	8	18	17	11	13	9	19	10	14	13	14	14

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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	23	24	17	57	32	14	17	23	27	27	18	20	26	23	21	19
In touch with the concerns of ordinary people	20	18	13	58	24	17	14	19	25	23	16	16	21	24	19	16
Sticks to what he believes in	16	17	13	40	22	10	12	18	17	18	14	15	14	21	18	12
Charismatic	10	10	10	22	13	8	8	10	12	10	10	12	10	12	10	5
Decisive	8	9	5	22	11	6	7	6	11	9	6	7	7	8	10	8
A natural leader	5	5	4	12	7	3	6	4	6	5	5	2	6	6	6	3
Strong	5	5	3	13	6	4	5	3	7	6	4	4	4	5	7	4
Good in a crisis	2	3	0	6	3	1	2	1	3	2	2	2	2	2	1	1
None of these	27	24	32	8	26	28	23	28	29	24	30	22	25	27	30	30
Don't know	37	37	37	19	27	45	47	35	30	35	39	41	36	33	37	41

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	Weighted no.
Age and Gender		
Male 18 to 24	111	95
Male 25 to 39	165	205
Male 40 to 54	190	205
Male 55 +	256	252
Female 18 to 24	130	95
Female 25 to 39	309	205
Female 40 to 54	183	221
Female 55 +	234	300
Region		
North England	368	388
Midlands	220	259
East England	146	151
London	250	202
South England	365	361
Wales	80	79
Scotland	149	137
Social Grade		
ABC1	889	868
C2DE	689	710
Newspaper Type		
Express / Mail	329	252
Sun / Star	277	347
Mirror / Record	143	252
Guardian / Independent	143	63
FT / Times / Telegraph	206	150
Other Paper	185	197
No Paper	295	316
Political Party Identification		
Labour Loyal	343	410
Labour Disloyal	111	95
Conservative	408	410
Liberal Democrat	161	189
Others	79	47
None	408	387
Don't know	68	39