

# YouGov / The Sun Survey Results

Sample Size: 1505 GB Adults  
Fieldwork: 28th February - 1st 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
1505				723	782	455	523	526	827	677	193	489	323	370	131
%	485	384	186	707	798	441	483	581	909	595	228	486	289	324	178
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

	21-22 Feb	28 Feb-1 Mar	Con	Lab	Lib Dem	Other	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Con	39	3	68	19	38	41	41	36	41	42	36	39	51	34	34	24		
Lab	32	92	17	63	33	32	28	39	29	32	32	30	23	34	42	40		
Lib Dem	17	6	15	19	17	17	20	15	17	17	16	24	16	18	14	12		
Other	12				13	11	11	10	14	9	16	8	10	13	10	24		

## Other Parties Voting Intention

UKIP	4	86	3	9	4	4	1	3	7	3	5	4	5	5	4	1		
SNP / PCY	2	1	83	13	3	2	2	2	2	2	3	0	0	2	0	20		
BNP	2	1	4	49	3	2	3	2	2	1	4	1	2	3	3	1		
Green	2	12	11	29	1	3	3	2	1	2	2	2	2	1	2	0		
Respect	0				0	0	0	0	0	0	0	0	0	0	0	1		
Other	1				2	1	2	1	1	1	1	1	1	3	1	0		

## Non Voters

Would Not Vote	6	89	2	16	7	6	10	4	5	4	9	4	7	5	8	4		
Don't know	14	7	8	51	11	18	17	16	10	13	16	20	13	11	17	11		
		3	2	6														

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

Approve	20	23	3	68	19	26	21	18	28	23	23	24	16	26	23	40		
Disapprove	61	60	92	17	63	61	60	55	58	68	63	58	62	69	57	39		
Don't know	18	17	6	15	19	13	20	27	15	10	14	19	14	16	17	21		

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

David Cameron	32	33	86	3	9	34	33	33	32	36	36	30	36	43	31	26	21	
Gordon Brown	25	25	1	83	13	29	22	20	31	25	26	25	24	17	27	29	44	
Nick Clegg	10	9	1	4	49	9	9	10	9	10	10	8	9	10	12	7	5	
Don't know	33	32	12	11	29	28	36	38	29	30	28	37	32	30	29	38	30	

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

Conservative	34	36	89	2	16	37	34	36	32	39	37	34	35	45	32	31	25	
Labour	29	30	1	89	27	34	27	27	36	28	31	29	26	22	34	34	48	
Neither	27	25	7	8	51	22	27	21	25	27	24	25	25	25	27	24	20	
Don't know	10	10	3	2	6	7	12	16	8	6	8	12	14	9	8	11	9	

**Weighted Sample**  
Unweighted 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	32	<b>33</b>	3	87	20	36	29	28	38	31	32	33	28	25	36	38	46
Conservative	28	<b>30</b>	81	2	7	30	29	27	27	35	32	27	29	38	27	25	20
Liberal Democrat	11	<b>11</b>	3	3	58	12	11	11	12	11	13	9	16	13	13	6	11
Other	3	<b>3</b>	0	0	2	2	3	3	2	3	2	3	1	3	2	3	3
None	11	<b>11</b>	5	3	7	10	12	8	11	13	10	12	9	10	11	14	9
Don't know	15	<b>13</b>	7	5	6	9	16	23	10	7	11	15	17	11	12	14	10

**Asylum and immigration**

Conservative	41	<b>39</b>	81	15	27	42	37	36	39	41	43	34	39	46	37	35	27
Labour	14	<b>15</b>	1	49	7	16	14	13	16	15	16	13	14	11	14	16	26
Liberal Democrat	9	<b>10</b>	2	6	42	10	10	10	10	11	11	9	13	9	12	8	11
Other	8	<b>8</b>	5	6	4	10	7	9	8	8	6	11	6	8	11	9	6
None	13	<b>14</b>	6	13	11	14	15	10	15	17	12	17	14	13	14	16	15
Don't know	15	<b>14</b>	6	11	10	10	18	21	12	9	12	15	15	12	12	15	16

**Law and order**

Conservative	40	<b>39</b>	87	10	21	41	36	37	37	42	43	33	41	46	35	33	34
Labour	21	<b>23</b>	0	72	14	25	21	19	25	24	23	23	18	18	27	26	34
Liberal Democrat	7	<b>9</b>	1	2	44	9	8	9	8	10	9	8	11	10	9	7	4
Other	4	<b>5</b>	1	2	2	6	4	5	4	5	3	6	2	5	5	5	5
None	12	<b>11</b>	5	6	10	10	13	8	13	13	10	13	8	9	14	15	8
Don't know	16	<b>14</b>	6	7	9	10	18	22	14	7	12	17	20	13	11	16	15

**Education and schools**

Conservative	30	<b>32</b>	81	3	8	33	31	30	29	37	34	29	31	40	30	28	22
Labour	27	<b>28</b>	3	82	11	32	25	25	35	24	27	30	21	21	33	32	42
Liberal Democrat	14	<b>14</b>	4	5	67	15	13	14	13	14	16	11	19	14	14	11	11
Other	3	<b>3</b>	0	0	2	3	3	3	2	3	2	4	1	4	2	2	5
None	11	<b>10</b>	4	4	7	8	12	7	11	12	9	11	9	9	10	13	8
Don't know	16	<b>13</b>	8	6	5	9	18	22	11	9	12	15	20	12	11	14	13

**Taxation**

Conservative	29	<b>30</b>	76	4	8	32	28	27	29	34	33	27	31	38	26	26	21
Labour	25	<b>24</b>	2	74	11	25	23	20	27	25	25	23	18	18	28	28	39
Liberal Democrat	14	<b>14</b>	4	7	64	18	11	13	15	13	14	14	19	14	15	11	12
Other	3	<b>3</b>	0	1	2	4	3	4	3	4	3	4	2	4	3	4	4
None	12	<b>14</b>	7	8	8	12	16	12	14	14	13	15	11	13	15	16	11
Don't know	18	<b>15</b>	10	5	7	10	19	23	12	10	13	17	18	13	14	16	14

**Weighted Sample**  
Unweighted Sample

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<b>1505</b>				723	782	455	523	526	827	677	193	489	323	370	131
<b>1505</b>	485	384	186	707	798	441	483	581	909	595	228	486	289	324	178
%				%	%	%	%	%	%	%	%	%	%	%	%

**Unemployment**

Conservative	28	<b>27</b>	72	3	10	28	27	26	26	30	30	24	28	35	25	24	17
Labour	27	<b>27</b>	5	79	15	31	23	21	31	29	28	27	22	21	30	32	41
Liberal Democrat	10	<b>10</b>	3	4	51	11	10	11	9	10	11	9	13	11	11	9	7
Other	4	<b>4</b>	1	2	2	4	3	4	3	4	3	5	1	5	3	4	5
None	13	<b>15</b>	9	6	11	13	16	13	15	15	13	16	14	14	16	16	11
Don't know	18	<b>17</b>	11	7	12	12	21	24	16	13	15	19	23	15	16	17	18

**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	<b>38</b>	21	70	43	40	37	31	42	41	42	33	36	34	42	38	50
Strong	24	<b>26</b>	7	60	30	26	26	24	27	27	28	24	21	21	27	30	43
Honest	21	<b>21</b>	3	55	21	23	20	14	26	23	24	18	21	18	21	21	35
Good in a crisis	17	<b>20</b>	3	53	18	22	17	13	22	23	21	17	18	16	20	19	37
Decisive	16	<b>18</b>	3	43	16	18	18	18	20	16	19	17	15	13	22	18	31
In touch with the concerns of ordinary people	15	<b>16</b>	2	47	14	14	19	11	18	20	17	15	15	14	16	16	31
A natural leader	4	<b>5</b>	0	17	2	6	5	4	6	5	4	6	4	3	8	4	10
Charismatic	3	<b>3</b>	1	5	4	3	3	2	4	3	2	3	2	3	3	3	3
None of these	43	<b>42</b>	68	5	37	43	42	37	39	50	41	44	44	48	39	40	30
Don't know	7	<b>7</b>	4	4	4	6	8	14	5	3	5	10	8	8	7	8	2

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

Charismatic	37	<b>38</b>	56	30	36	42	35	41	40	34	40	35	44	42	37	32	34
Decisive	21	<b>23</b>	48	6	17	23	23	25	20	24	24	21	20	27	22	22	19
A natural leader	22	<b>22</b>	47	8	15	24	20	23	21	21	24	18	22	26	20	20	13
Honest	17	<b>20</b>	50	4	10	23	17	17	16	27	23	16	17	26	20	15	14
Strong	17	<b>19</b>	43	7	13	20	19	19	21	18	22	17	15	23	20	18	13
Sticks to what he believes in	17	<b>19</b>	43	5	9	20	18	17	19	21	20	18	15	23	20	18	13
In touch with the concerns of ordinary people	17	<b>19</b>	50	2	5	19	19	17	19	21	21	17	19	23	21	16	9
Good in a crisis	9	<b>10</b>	27	2	4	11	10	10	9	12	11	9	11	13	7	9	10
None of these	31	<b>31</b>	5	52	40	31	30	22	33	36	27	35	23	25	34	37	39
Don't know	13	<b>11</b>	4	6	10	9	14	18	8	9	9	14	11	12	9	12	12

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<b>1505</b>	485	384	186	707	798	441	483	581	909	595	228	486	289	324	178
%				%	%	%	%	%	%	%	%	%	%	%	%

Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.

Honest	23	<b>23</b>	22	21	56	30	17	16	24	30	25	22	26	22	26	23	20
In touch with the concerns of ordinary people	20	<b>21</b>	20	16	55	23	19	14	23	25	24	17	24	21	25	17	15
Sticks to what he believes in	16	<b>17</b>	18	14	45	20	15	11	18	21	19	15	21	17	21	14	13
Charismatic	10	<b>10</b>	12	7	27	12	9	8	11	11	12	9	11	11	13	9	4
Decisive	8	<b>9</b>	7	5	29	10	8	8	8	10	10	7	11	10	8	8	5
Strong	5	<b>7</b>	7	5	18	8	6	5	6	9	8	6	7	7	10	7	2
A natural leader	5	<b>6</b>	5	4	18	7	5	6	6	5	6	5	9	5	7	6	1
Good in a crisis	2	<b>4</b>	2	2	16	5	3	4	3	4	5	3	6	3	6	2	4
None of these	27	<b>24</b>	21	31	6	26	23	19	26	27	23	26	17	23	24	27	32
Don't know	37	<b>38</b>	39	34	20	31	44	53	34	29	35	41	41	41	33	38	35

## 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.
<b>Age and Gender</b>		
Male 18 to 24	61	90
Male 25 to 39	175	196
Male 40 to 54	181	197
Male 55 +	290	241
Female 18 to 24	75	90
Female 25 to 39	251	196
Female 40 to 54	181	211
Female 55 +	291	286
<b>Region</b>		
North England	324	370
Midlands	223	248
East England	135	144
London	228	193
South England	351	344
Wales	66	75
Scotland	178	131
<b>Social Grade</b>		
ABC1	909	827
C2DE	595	677
<b>Newspaper Type</b>		
Express / Mail	345	241
Sun / Star	241	331
Mirror / Record	141	242
Guardian / Independent	126	60
FT / Times / Telegraph	187	143
Other Paper	212	188
No Paper	253	301
<b>Political Party Identification</b>		
Labour Loyal	379	391
Labour Disloyal	93	91
Conservative	388	391
Liberal Democrat	141	180
Others	69	45
None	383	368
Don't know	52	38