

# YouGov / The Sun Survey Results

Sample Size: 2634 GB Adults  
Fieldwork: 13th - 14th March 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>2634</b>	718	891	180	766	674	566	1283	1351	317	677	900	740	1500	1134	334	849	559	643	227
Unweighted Sample	2634	713	831	191	752	635	579	1253	1381	196	681	1015	742	1775	859	388	821	443	531	430
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>35</b>	100	0	0	89	1	12	34	37	29	32	35	41	39	30	39	43	34	30	20
Lab	<b>44</b>	0	100	0	3	96	41	43	45	49	46	46	38	40	50	40	36	48	54	43
Lib Dem	<b>9</b>	0	0	100	1	1	36	9	9	8	10	7	11	11	6	9	12	8	6	10
Other	<b>12</b>	0	0	0	6	2	11	13	10	13	12	12	10	10	15	12	9	10	11	27

## Other Parties Voting Intention

SNP / PCY	<b>2</b>	0	0	0	0	0	1	3	2	5	2	3	1	2	3	1	0	1	1	21
Green	<b>2</b>	0	0	0	1	1	5	2	2	5	3	2	1	3	2	6	1	1	3	2
UKIP	<b>5</b>	0	0	0	4	0	4	6	4	0	4	4	8	4	7	3	5	6	5	3
BNP	<b>1</b>	0	0	0	1	0	0	2	1	2	2	2	1	1	2	1	1	3	1	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	1	1	1	1	1	1	0	0	1	0	1	1	1	1

## Non Voters

Would Not Vote	<b>8</b>	0	0	0	3	2	4	7	9	11	12	8	3	6	11	8	8	9	7	7
Don't know	<b>15</b>	0	0	0	11	9	24	10	20	19	16	15	13	13	17	14	15	15	16	14

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

	10-11 Mar	13-14 Mar																			
Approve	28	<b>28</b>	77	2	49	63	5	23	32	25	21	26	27	36	33	23	32	32	27	24	24
Disapprove	58	<b>56</b>	9	92	28	21	88	61	56	55	47	56	59	54	52	61	51	50	55	64	62
Don't know	14	<b>16</b>	14	6	23	16	8	16	12	19	32	18	14	10	16	16	17	18	18	12	15

Sample Size: 2634 GB Adults  
Fieldwork: 13th - 14th March 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>2634</b>	718	891	180	766	674	566	1283	1351	317	677	900	740	1500	1134	334	849	559	643	227	
Unweighted Sample	2634	713	831	191	752	635	579	1253	1381	196	681	1015	742	1775	859	388	821	443	531	430	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	13-14 Feb	13-14 Mar																			
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?																					
<b>National Health Service</b>																					
Labour	39	<b>40</b>	7	90	17	9	85	41	44	37	35	40	43	40	40	41	38	34	42	48	44
Conservative	27	<b>24</b>	75	1	8	62	1	9	25	22	16	20	22	31	27	19	23	29	24	20	15
Liberal Democrat	7	<b>6</b>	3	1	53	4	2	17	8	5	7	6	5	8	8	5	6	9	5	4	8
Other	3	<b>3</b>	0	0	0	2	0	3	3	3	4	2	3	2	2	3	1	2	3	3	7
None	10	<b>12</b>	6	3	7	10	5	15	11	12	11	11	13	10	10	13	13	13	10	11	12
Don't know	15	<b>15</b>	10	5	14	13	7	15	9	21	26	20	13	9	13	18	18	14	16	15	14
<b>Asylum and immigration</b>																					
Conservative	38	<b>37</b>	81	18	34	70	18	29	42	32	31	33	37	42	42	30	37	42	38	31	33
Labour	17	<b>17</b>	1	46	4	1	45	14	18	17	20	17	18	16	17	18	18	12	18	23	19
Liberal Democrat	7	<b>6</b>	2	4	40	2	4	17	7	6	8	8	4	6	8	4	8	7	4	6	8
Other	8	<b>8</b>	4	4	2	7	4	8	10	7	4	8	8	10	7	10	5	9	9	9	8
None	15	<b>16</b>	7	16	8	12	16	15	15	16	12	15	18	16	14	18	17	16	14	16	18
Don't know	15	<b>16</b>	5	13	11	8	12	18	9	22	25	20	14	10	13	20	16	15	17	16	14
<b>Law and order</b>																					
Conservative	35	<b>34</b>	86	8	36	73	8	27	38	31	24	30	36	40	41	26	34	41	32	28	31
Labour	26	<b>26</b>	2	69	4	3	67	20	29	24	27	25	27	26	25	28	23	20	28	34	30
Liberal Democrat	5	<b>5</b>	1	2	37	1	3	14	6	4	6	6	4	5	6	4	6	5	6	4	6
Other	4	<b>4</b>	1	1	0	3	1	3	4	4	3	4	4	5	4	5	3	4	5	3	7
None	13	<b>13</b>	4	10	7	9	10	15	12	13	10	13	14	13	11	15	14	14	11	13	12
Don't know	16	<b>18</b>	7	11	15	10	11	20	11	24	30	22	15	11	14	23	20	16	18	18	15
<b>Education and schools</b>																					
Labour	35	<b>35</b>	4	84	11	6	81	31	39	31	36	33	37	35	34	37	32	28	38	42	40
Conservative	27	<b>26</b>	77	2	10	64	3	12	27	25	16	22	26	33	29	21	25	32	24	22	15
Liberal Democrat	9	<b>9</b>	7	2	59	6	2	23	11	8	9	10	7	10	12	5	9	10	9	7	12
Other	4	<b>3</b>	0	0	0	2	1	3	3	3	4	3	4	3	3	4	3	2	3	3	8
None	10	<b>11</b>	4	5	7	9	6	13	10	12	11	11	12	10	10	13	12	12	9	11	12
Don't know	15	<b>16</b>	8	6	13	13	8	17	10	21	23	22	14	9	12	21	19	16	17	15	13

Sample Size: 2634 GB Adults  
Fieldwork: 13th - 14th March 2011

		Voting intention			2010 Vote			Gender		Age				Social grade		Region						
		Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
	<b>Weighted Sample</b>	<b>2634</b>	718	891	180	766	674	566	1283	1351	317	677	900	740	1500	1134	334	849	559	643	227	
	Unweighted Sample	2634	713	831	191	752	635	579	1253	1381	196	681	1015	742	1775	859	388	821	443	531	430	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>Taxation</b>																						
	Labour	30	30	3	75	7	4	72	26	32	28	32	30	30	28	30	30	29	23	31	38	35
	Conservative	29	27	79	3	16	67	4	13	30	25	19	21	28	35	32	21	28	32	27	23	19
	Liberal Democrat	8	8	3	4	56	3	4	23	10	7	9	9	7	9	10	6	8	11	7	6	10
	Other	4	4	0	1	0	2	1	3	4	4	5	4	4	3	3	5	3	2	5	3	7
	None	13	14	6	9	6	11	9	17	13	14	10	14	15	14	12	17	14	15	13	13	14
	Don't know	16	17	8	8	15	12	9	18	11	23	25	21	15	12	14	21	18	17	17	17	15
<b>Unemployment</b>																						
	Labour	33	33	5	78	15	7	73	31	36	29	30	31	35	32	33	33	29	26	36	41	35
	Conservative	26	25	75	3	11	62	5	11	26	24	21	22	24	31	29	19	26	28	27	21	18
	Liberal Democrat	6	5	2	1	44	2	2	13	6	4	4	6	4	5	6	3	5	7	3	4	7
	Other	4	4	0	1	0	2	2	3	3	4	3	3	4	3	3	4	2	3	5	2	7
	None	15	15	8	9	9	14	10	19	15	16	13	15	16	16	13	19	16	17	12	15	17
	Don't know	17	18	10	8	21	12	8	22	13	23	29	23	16	12	16	21	21	19	17	18	16
<b>The economy in general</b>																						
	Conservative	31	30	88	1	21	74	3	15	33	27	21	25	29	39	35	24	31	34	30	27	21
	Labour	29	30	2	77	5	3	74	26	32	28	26	29	32	29	29	30	27	23	31	37	33
	Liberal Democrat	5	4	0	1	46	1	1	14	6	3	5	4	3	6	5	3	4	6	4	2	6
	Other	4	4	0	0	0	3	1	3	4	3	5	3	4	3	3	4	2	3	5	3	8
	None	13	14	3	10	7	8	10	18	13	14	13	14	15	12	12	16	14	14	11	14	16
	Don't know	18	19	6	11	21	11	10	23	13	24	30	24	17	11	16	22	22	20	18	17	17
<b>Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.</b>																						
	Sticks to what he believes in	32	27	53	14	34	48	15	22	27	26	19	25	27	30	30	23	27	28	26	26	22
	Charismatic	26	25	47	14	35	43	12	27	25	24	25	26	25	24	29	20	30	27	25	19	24
	Decisive	27	22	50	8	31	42	9	19	21	23	23	22	21	22	24	19	23	25	19	20	19
	Strong	23	20	46	6	27	41	7	15	21	18	22	18	20	20	23	16	21	21	21	19	15
	A natural leader	20	19	46	6	28	40	6	16	21	18	20	18	19	20	23	15	23	21	17	18	15
	Honest	18	18	49	3	24	41	4	12	20	17	14	11	18	27	21	14	21	20	17	16	15
	Good in a crisis	13	11	30	2	16	27	3	7	13	10	11	9	12	13	13	9	12	13	11	10	9
	In touch with the concerns of ordinary people	10	9	28	1	9	25	1	3	9	10	7	8	9	13	10	9	11	12	9	7	7
	None of these	36	39	5	64	26	10	63	42	40	37	35	36	42	39	35	44	33	35	40	44	45
	Don't know	7	9	5	3	3	7	4	7	7	10	13	12	6	6	7	11	11	9	8	7	7

Sample Size: 2634 GB Adults  
Fieldwork: 13th - 14th March 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>2634</b>	<b>718</b>	<b>891</b>	<b>180</b>	<b>766</b>	<b>674</b>	<b>566</b>	<b>1283</b>	<b>1351</b>	<b>317</b>	<b>677</b>	<b>900</b>	<b>740</b>	<b>1500</b>	<b>1134</b>	<b>334</b>	<b>849</b>	<b>559</b>	<b>643</b>	<b>227</b>
<b>Unweighted Sample</b>	<b>2634</b>	<b>713</b>	<b>831</b>	<b>191</b>	<b>752</b>	<b>635</b>	<b>579</b>	<b>1253</b>	<b>1381</b>	<b>196</b>	<b>681</b>	<b>1015</b>	<b>742</b>	<b>1775</b>	<b>859</b>	<b>388</b>	<b>821</b>	<b>443</b>	<b>531</b>	<b>430</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that apply.**

In touch with the concerns of ordinary people	23	<b>24</b>	7	53	21	7	52	23	24	24	22	20	26	26	25	23	18	21	26	30	24
Sticks to what he believes in	17	<b>17</b>	7	35	17	8	34	16	18	15	16	15	17	19	17	16	15	15	18	19	15
Honest	16	<b>17</b>	4	40	16	4	40	16	21	14	21	15	17	18	19	15	17	15	18	19	20
Strong	9	<b>10</b>	2	23	7	2	24	9	10	9	12	9	9	10	9	10	8	9	10	12	8
Decisive	9	<b>9</b>	3	21	7	3	20	8	10	8	10	9	10	8	9	10	8	10	9	9	9
A natural leader	7	<b>7</b>	1	16	2	1	15	7	7	6	9	7	6	6	6	8	6	6	6	8	8
Charismatic	8	<b>7</b>	3	15	9	3	14	8	7	7	12	7	7	6	6	8	7	6	6	9	7
Good in a crisis	5	<b>5</b>	1	13	2	1	11	5	6	4	7	5	5	4	4	6	5	3	7	6	5
None of these	41	<b>42</b>	65	17	46	64	20	40	46	39	28	39	47	46	43	41	42	43	41	41	44
Don't know	22	<b>22</b>	17	15	19	18	14	24	16	27	29	28	18	17	19	25	26	23	23	18	20

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

Charismatic	17	<b>17</b>	26	9	37	23	9	26	17	16	19	15	17	17	20	13	16	18	15	16	17
Honest	14	<b>13</b>	25	3	45	21	4	19	14	12	10	10	12	18	17	8	13	16	13	10	11
In touch with the concerns of ordinary people	15	<b>13</b>	23	5	48	19	5	21	13	14	15	12	12	16	16	10	10	16	16	11	10
Sticks to what he believes in	7	<b>7</b>	13	3	27	11	3	11	8	7	8	5	7	9	8	6	5	9	8	8	4
A natural leader	7	<b>7</b>	9	3	30	9	3	11	8	6	6	5	6	9	7	6	7	8	7	5	5
Decisive	7	<b>6</b>	10	2	26	8	2	10	7	5	5	6	5	7	7	4	6	7	5	4	4
Strong	7	<b>5</b>	9	1	21	9	2	8	6	5	5	3	5	9	6	5	4	6	5	6	4
Good in a crisis	6	<b>4</b>	7	1	18	6	1	6	5	3	5	4	3	6	4	4	4	5	4	3	3
None of these	51	<b>52</b>	30	76	14	36	74	44	56	48	43	50	56	52	49	55	50	47	54	54	59
Don't know	13	<b>14</b>	13	6	2	14	8	8	9	19	23	18	11	10	11	17	19	13	13	13	11

## 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	75	148
Male 25 to 39	270	304
Male 40 to 59	388	399
Male 60 +	408	297
Female 18 to 24	103	141
Female 25 to 39	363	293
Female 40 to 59	410	410
Female 60 +	329	351
<b>Region</b>		
North England	545	577
Midlands	376	381
East England	207	223
London	363	304
South England	570	533
Wales	65	116
Scotland	220	207
<b>Social Grade</b>		
AB	884	659
C1	721	666
C2	307	494
DE	434	523
<b>Newspaper Type</b>		
Express / Mail	495	344
Sun / Star	243	495
Mirror / Record	142	369
Guardian / Independent	165	71
FT / Times / Telegraph	240	202
Other Paper	277	274
No Paper	784	586
<b>Political Party Identification</b>		
Labour	661	774
Conservative	659	639
Liberal Democrat	255	286
Others	178	71
None/ DK	593	572

YouGov is a member of the British Polling Council and abides by its rules.

<http://today.yougov.co.uk>