

YouGov / The Sun Survey Results

Sample Size: 2549 GB Adults
Fieldwork: 27th - 28th February 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	
Weighted Sample	2549	718	849	191	804	647	583	1239	1310	309	649	874	717	1459	1090	323	821	541	621	220	
Unweighted Sample	2549	746	776	218	821	598	627	1212	1337	192	642	941	774	1744	805	400	906	471	537	212	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	36	100	0	0	88	2	12	36	37	32	33	35	42	41	30	46	46	34	29	16
Lab	43	0	100	0	7	94	38	43	43	45	48	43	38	39	48	37	34	47	53	47
Lib Dem	10	0	0	100	1	2	37	10	10	12	11	10	7	10	10	7	12	8	10	8
Other	11	0	0	0	4	2	13	12	10	11	7	12	13	10	12	10	8	10	9	28

Other Parties Voting Intention

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

Non Voters

Would Not Vote	6	0	0	0	2	1	4	6	6	13	6	5	4	4	8	5	7	6	5	7
Don't know	16	0	0	0	11	10	25	13	20	21	19	15	14	15	18	16	16	22	12	15

24-25
Feb

27-28
Feb

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

Approve	30	30	80	2	46	65	5	23	33	27	18	27	30	37	35	22	37	35	26	25	20
Disapprove	55	55	8	93	34	20	86	62	56	54	57	54	57	53	51	60	47	50	56	62	68
Don't know	15	15	12	5	21	14	9	15	11	19	25	18	13	10	13	18	16	16	17	13	12

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

13-14 Feb
27-28 Feb

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	39	38	6	85	16	10	78	39	41	35	28	40	40	38	38	37	33	31	40	45	44
Conservative	27	26	78	1	10	65	2	9	27	25	23	21	24	33	30	20	29	33	23	22	12
Liberal Democrat	7	6	3	1	44	4	2	15	7	5	10	5	6	5	6	6	5	7	4	8	6
Other	3	3	0	0	2	1	1	3	3	3	3	3	4	2	3	3	2	2	2	2	10
None	10	12	7	6	11	10	7	14	11	14	6	11	15	13	10	16	13	11	15	11	13
Don't know	15	15	6	6	17	11	10	20	11	19	30	21	11	9	13	18	17	16	17	12	16

Asylum and immigration

Conservative	38	39	81	22	29	72	20	30	40	38	31	37	39	45	44	32	44	43	34	38	32
Labour	17	14	1	37	1	2	35	10	15	13	12	16	15	11	14	13	13	10	14	18	16
Liberal Democrat	7	7	1	5	40	2	5	16	9	6	12	6	7	6	8	6	5	7	7	7	9
Other	8	8	5	7	3	6	7	7	10	7	10	7	9	7	7	10	8	9	9	8	7
None	15	17	8	16	9	11	18	17	16	17	6	14	19	21	13	21	17	16	18	16	17
Don't know	15	15	3	13	17	7	15	20	11	19	28	20	12	10	13	19	13	15	18	13	18

Law and order

Conservative	35	37	87	12	27	75	11	25	38	36	31	34	37	42	43	28	43	43	32	32	29
Labour	26	25	2	64	5	4	58	21	26	23	21	24	27	24	23	26	18	20	26	33	24
Liberal Democrat	5	5	1	2	38	1	2	13	6	4	8	5	5	4	6	4	6	6	3	4	8
Other	4	4	1	2	3	2	3	5	5	4	4	5	5	4	3	6	3	3	6	4	8
None	13	13	5	11	9	8	12	16	13	13	6	11	15	15	11	16	15	12	14	12	13
Don't know	16	16	4	9	19	9	13	21	12	21	29	22	12	11	14	20	16	16	18	15	18

Education and schools

Labour	35	34	4	82	10	7	76	32	35	34	29	35	37	34	33	36	30	27	35	43	41
Conservative	27	28	81	2	11	68	2	10	28	27	20	24	27	35	32	22	33	34	25	22	16
Liberal Democrat	9	9	6	3	50	6	3	23	12	7	14	8	10	7	11	7	8	11	7	10	8
Other	4	3	0	1	1	1	1	4	4	3	4	3	4	2	3	3	2	2	3	3	8
None	10	11	4	6	9	7	8	13	11	11	6	10	14	11	9	14	12	10	12	10	12
Don't know	15	15	5	5	18	11	10	18	11	19	28	21	10	10	12	18	15	15	17	12	15

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Fieldwork: 27th - 28th February 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	
Weighted Sample		2549	718	849	191	804	647	583	1239	1310	309	649	874	717	1459	1090	323	821	541	621	220	
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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Taxation																						
	Conservative	29	29	80	4	12	68	5	12	32	26	23	24	30	35	34	23	35	34	28	26	14
	Labour	30	28	3	72	8	6	66	24	28	28	22	30	30	28	28	29	26	24	24	36	37
	Liberal Democrat	8	9	3	5	54	3	3	25	11	7	16	9	8	7	10	7	6	11	8	9	9
	Other	4	3	0	1	1	1	2	3	3	3	4	3	3	2	3	3	2	2	4	2	8
	None	13	14	6	11	9	9	12	15	13	15	7	12	16	16	11	18	13	13	18	12	15
	Don't know	16	16	7	8	16	13	12	20	12	21	28	22	12	12	13	20	17	16	18	15	17
Unemployment																						
	Labour	33	32	6	77	15	8	70	30	35	30	25	32	35	32	33	31	29	28	30	40	37
	Conservative	26	27	76	4	14	62	3	14	27	26	22	24	27	30	31	21	30	31	25	23	17
	Liberal Democrat	6	6	3	2	41	3	2	14	7	5	10	7	4	5	7	4	4	8	5	6	5
	Other	4	3	0	1	0	1	2	3	4	3	5	3	4	3	3	3	3	3	3	3	7
	None	15	15	8	10	11	12	10	17	14	16	8	12	18	18	12	20	17	14	18	13	15
	Don't know	17	17	8	7	18	13	12	21	14	20	30	22	12	13	14	21	17	17	19	15	19
The economy in general																						
	Conservative	31	32	91	3	24	75	5	17	35	30	24	29	32	40	37	26	36	39	29	29	19
	Labour	29	27	1	74	5	4	67	24	29	25	23	28	29	27	27	27	25	23	26	34	31
	Liberal Democrat	5	5	0	1	43	1	2	13	6	4	9	4	4	4	5	5	4	5	3	6	7
	Other	4	3	0	1	0	1	2	4	3	3	3	3	4	2	3	3	2	2	3	3	7
	None	13	13	4	10	9	7	11	15	13	14	9	12	16	14	11	17	17	12	15	13	13
	Don't know	18	19	4	11	19	12	14	27	15	23	32	24	16	13	17	22	17	19	24	15	22
Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.																						
	Sticks to what he believes in	32	26	54	13	30	47	15	20	28	25	20	25	27	30	30	22	26	31	23	26	19
	Charismatic	27	25	44	15	27	39	14	23	26	23	22	29	25	21	29	19	29	29	23	20	16
	Decisive	26	22	51	4	29	44	7	16	22	22	23	21	21	23	27	15	22	26	21	20	13
	Strong	23	20	50	6	17	43	5	13	21	20	25	19	19	20	24	14	21	23	20	19	13
	Honest	18	20	54	2	22	47	4	10	23	17	11	14	19	29	23	15	21	26	16	15	14
	A natural leader	20	19	43	7	20	36	7	14	19	18	19	19	19	18	22	14	21	23	17	16	11
	Good in a crisis	13	13	35	2	13	29	2	8	14	12	12	12	12	15	15	10	16	14	13	12	9
	In touch with the concerns of ordinary people	10	11	30	1	13	25	2	6	10	12	8	9	11	14	13	9	12	15	10	9	5
	None of these	36	36	4	65	24	10	62	42	36	36	27	34	39	39	32	43	32	30	40	41	46
	Don't know	7	9	3	3	9	6	6	8	7	11	21	9	7	6	7	12	9	9	7	8	14

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

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	23	8	51	15	9	47	24	25	22	21	20	27	22	24	22	22	21	21	29	25
Honest	16	18	5	39	10	6	38	14	21	14	15	15	20	18	18	17	14	17	17	21	17
Sticks to what he believes in	17	17	9	34	13	9	32	14	17	17	16	13	19	17	17	16	16	15	16	19	19
Strong	9	9	4	19	8	3	17	9	8	10	12	8	10	7	8	11	7	8	8	13	9
Decisive	9	8	2	19	3	3	17	7	8	8	10	7	9	8	8	9	6	8	7	11	11
Charismatic	8	7	4	13	3	4	13	5	8	6	6	8	8	5	6	8	7	6	6	9	4
A natural leader	7	6	2	14	4	2	14	5	6	7	9	7	6	4	5	7	5	5	7	9	5
Good in a crisis	5	4	1	11	2	1	10	3	5	4	7	4	5	2	3	5	4	3	4	6	3
None of these	41	40	63	16	46	60	19	37	44	36	31	37	42	44	42	38	43	42	39	36	38
Don't know	22	24	18	17	26	19	19	28	18	30	34	29	19	21	21	28	21	22	27	24	25

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

Charismatic	17	18	28	10	43	24	9	25	20	16	19	20	16	18	21	14	17	19	19	17	17
Honest	14	15	29	4	44	24	4	20	17	13	11	12	15	19	18	11	15	18	15	14	7
In touch with the concerns of ordinary people	15	14	25	5	44	20	5	21	15	13	13	17	14	14	17	11	13	18	14	13	8
Sticks to what he believes in	7	7	13	2	19	11	3	7	7	6	6	7	6	7	8	5	8	8	5	6	7
Decisive	7	6	9	2	24	7	2	9	7	5	6	6	5	6	6	5	5	8	6	5	3
A natural leader	7	6	9	3	22	8	2	11	7	5	5	7	6	7	7	5	6	6	7	6	4
Strong	7	5	9	2	20	7	1	9	7	4	8	5	4	5	6	5	5	5	5	6	3
Good in a crisis	6	4	7	1	21	5	1	8	5	4	5	5	3	5	5	4	5	6	3	4	2
None of these	51	50	31	74	11	39	73	42	51	49	42	42	55	54	47	54	47	47	51	55	51
Don't know	13	14	12	7	11	14	10	13	10	19	24	17	12	11	12	18	15	13	14	13	20

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	158
	Male 25 to 39	275	324
	Male 40 to 59	456	431
	Male 60 +	397	326
	Female 18 to 24	108	151
	Female 25 to 39	367	325
	Female 40 to 59	485	443
	Female 60 +	377	392
Region			
	North England	537	621
	Midlands	350	414
	East England	242	242
	London	400	323
	South England	664	578
	Wales	121	126
	Scotland	212	220
Social Grade			
	AB	1062	719
	C1	682	740
	C2	350	533
	DE	455	557
Newspaper Type			
	Express / Mail	541	385
	Sun / Star	293	547
	Mirror / Record	169	392
	Guardian / Independent	201	76
	FT / Times / Telegraph	208	216
	Other Paper	304	293
	No Paper	833	641
Political Party Identification			
	Labour	765	823
	Conservative	729	729
	Liberal Democrat	307	303
	Others	156	81
	None/ DK	592	613

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