

## YouGov / The Sun Survey Results

Sample Size: 1455 GB Adults  
Fieldwork: 2nd - 3rd May 2010

|                        | 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 |     |
| <b>Weighted Sample</b> | <b>1455</b>      | 422 | 344     | 353    | 698    | 757   | 444   | 501 | 509          | 800  | 655    | 186           | 473              | 311   | 358      | 127 |
| Unweighted Sample      | 1455             | 416 | 360     | 354    | 675    | 780   | 399   | 474 | 582          | 849  | 606    | 184           | 464              | 312   | 344      | 151 |
|                        | %                | %   | %       | %      | %      | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | %   |

### Headline Voting Intention

[Taking into account likelihood to vote]

|         |           |     |     |     |    |    |    |    |    |    |    |    |    |    |    |    |
|---------|-----------|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con     | <b>35</b> | 100 | 0   | 0   | 35 | 35 | 34 | 33 | 37 | 37 | 33 | 43 | 39 | 36 | 29 | 21 |
| Lab     | <b>28</b> | 0   | 100 | 0   | 26 | 30 | 24 | 34 | 25 | 27 | 29 | 20 | 18 | 31 | 40 | 37 |
| Lib Dem | <b>28</b> | 0   | 0   | 100 | 29 | 26 | 37 | 24 | 25 | 29 | 27 | 28 | 35 | 23 | 25 | 23 |
| Other   | <b>9</b>  | 0   | 0   | 0   | 10 | 8  | 5  | 8  | 13 | 7  | 11 | 8  | 7  | 10 | 7  | 19 |

### Other Parties Voting Intention

|           |          |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |
|-----------|----------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| UKIP      | <b>3</b> | 0 | 0 | 0 | 4 | 3 | 0 | 3 | 5 | 3 | 3 | 4 | 4 | 4 | 2 | 0  |
| SNP / PCY | <b>2</b> | 0 | 0 | 0 | 3 | 1 | 1 | 2 | 3 | 2 | 2 | 1 | 0 | 1 | 0 | 17 |
| BNP       | <b>2</b> | 0 | 0 | 0 | 2 | 2 | 1 | 2 | 2 | 0 | 4 | 1 | 1 | 3 | 2 | 1  |
| Green     | <b>1</b> | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 0  |
| Respect   | <b>0</b> | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0  |
| Other     | <b>1</b> | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1  |

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                                        | <b>4</b>  | 0  | 0  | 0  | 3  | 5  | 7  | 4  | 2  | 4  | 5  | 3  | 4  | 5  | 5  | 4  |
| 1                                                              | <b>1</b>  | 0  | 0  | 2  | 2  | 0  | 2  | 0  | 0  | 0  | 2  | 1  | 1  | 0  | 2  | 0  |
| 2                                                              | <b>1</b>  | 0  | 0  | 0  | 1  | 1  | 0  | 1  | 1  | 0  | 1  | 0  | 1  | 1  | 0  | 4  |
| 3                                                              | <b>1</b>  | 0  | 0  | 0  | 0  | 1  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 1  | 1  | 0  |
| 4                                                              | <b>0</b>  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 2  | 0  | 0  | 0  | 0  |
| 5                                                              | <b>2</b>  | 0  | 1  | 2  | 1  | 3  | 3  | 2  | 1  | 1  | 3  | 2  | 2  | 3  | 2  | 1  |
| 6                                                              | <b>1</b>  | 1  | 1  | 1  | 2  | 1  | 2  | 2  | 1  | 1  | 2  | 2  | 2  | 0  | 2  | 0  |
| 7                                                              | <b>3</b>  | 2  | 3  | 5  | 4  | 3  | 4  | 3  | 2  | 2  | 5  | 5  | 3  | 5  | 2  | 2  |
| 8                                                              | <b>5</b>  | 3  | 6  | 5  | 4  | 5  | 7  | 5  | 2  | 4  | 5  | 5  | 3  | 4  | 7  | 5  |
| 9                                                              | <b>11</b> | 10 | 13 | 14 | 11 | 11 | 13 | 12 | 9  | 12 | 10 | 9  | 13 | 12 | 10 | 8  |
| 10 - Absolutely certain to vote, or have already voted by post | <b>69</b> | 83 | 74 | 69 | 70 | 69 | 59 | 68 | 80 | 73 | 65 | 72 | 69 | 67 | 68 | 75 |
| Don't know                                                     | <b>1</b>  | 0  | 1  | 1  | 2  | 1  | 1  | 2  | 1  | 0  | 2  | 0  | 1  | 1  | 2  | 1  |

### Headline Voting Intention

[All those to name a party]

|         |           |     |     |     |    |    |    |    |    |    |    |    |    |    |    |    |
|---------|-----------|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con     | <b>34</b> | 100 | 0   | 0   | 34 | 34 | 33 | 32 | 37 | 36 | 32 | 42 | 39 | 35 | 28 | 20 |
| Lib Dem | <b>29</b> | 0   | 0   | 100 | 30 | 27 | 39 | 25 | 25 | 29 | 28 | 29 | 35 | 23 | 26 | 23 |
| Lab     | <b>28</b> | 0   | 100 | 0   | 26 | 30 | 24 | 34 | 25 | 27 | 29 | 20 | 18 | 31 | 39 | 36 |
| Other   | <b>9</b>  | 0   | 0   | 0   | 10 | 9  | 5  | 9  | 13 | 8  | 12 | 10 | 7  | 10 | 7  | 21 |

|                                                                                                                       | 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 |
| <b>Weighted Sample</b>                                                                                                | <b>1455</b>      | 422 | 344 | 353     | 698  | 757    | 444   | 501   | 509          | 800  | 655    | 186    | 473           | 311              | 358   | 127      |
| Unweighted Sample                                                                                                     | 1455             | 416 | 360 | 354     | 675  | 780    | 399   | 474   | 582          | 849  | 606    | 184    | 464           | 312              | 344   | 151      |
|                                                                                                                       | %                | %   | %   | %       | %    | %      | %     | %     | %            | %    | %      | %      | %             | %                | %     | %        |
| <b>Other Parties Voting Intention</b>                                                                                 |                  |     |     |         |      |        |       |       |              |      |        |        |               |                  |       |          |
| UKIP                                                                                                                  | 3                | 0   | 0   | 0       | 4    | 2      | 0     | 3     | 5            | 3    | 3      | 3      | 4             | 4                | 2     | 0        |
| SNP / PCY                                                                                                             | 2                | 0   | 0   | 0       | 3    | 1      | 1     | 2     | 3            | 2    | 2      | 1      | 0             | 1                | 0     | 17       |
| BNP                                                                                                                   | 2                | 0   | 0   | 0       | 2    | 2      | 2     | 3     | 2            | 1    | 4      | 2      | 1             | 3                | 3     | 3        |
| Green                                                                                                                 | 1                | 0   | 0   | 0       | 1    | 1      | 1     | 1     | 1            | 1    | 1      | 1      | 1             | 1                | 1     | 0        |
| Respect                                                                                                               | 0                | 0   | 0   | 0       | 0    | 0      | 0     | 0     | 0            | 0    | 0      | 0      | 0             | 0                | 0     | 0        |
| Other                                                                                                                 | 1                | 0   | 0   | 0       | 1    | 2      | 1     | 1     | 2            | 1    | 1      | 2      | 1             | 1                | 1     | 1        |
| <b>Non Voters</b>                                                                                                     |                  |     |     |         |      |        |       |       |              |      |        |        |               |                  |       |          |
| Would Not Vote                                                                                                        | 4                | 0   | 0   | 0       | 3    | 5      | 7     | 4     | 2            | 4    | 5      | 3      | 4             | 5                | 5     | 4        |
| Don't know                                                                                                            | 11               | 0   | 0   | 0       | 8    | 13     | 13    | 12    | 8            | 10   | 11     | 9      | 11            | 11               | 12    | 7        |
| <b>Do you approve or disapprove of the Government's record to date?</b>                                               |                  |     |     |         |      |        |       |       |              |      |        |        |               |                  |       |          |
| Approve                                                                                                               | 27               | 2   | 73  | 23      | 29   | 25     | 27    | 31    | 24           | 28   | 26     | 23     | 22            | 25               | 34    | 39       |
| Disapprove                                                                                                            | 60               | 95  | 10  | 61      | 61   | 60     | 56    | 57    | 68           | 62   | 59     | 65     | 67            | 64               | 52    | 46       |
| Don't know                                                                                                            | 13               | 3   | 17  | 16      | 10   | 15     | 17    | 12    | 8            | 10   | 15     | 12     | 12            | 12               | 14    | 15       |
| <b>Which of these would make the best Prime Minister?</b>                                                             |                  |     |     |         |      |        |       |       |              |      |        |        |               |                  |       |          |
| David Cameron                                                                                                         | 32               | 91  | 1   | 7       | 35   | 29     | 27    | 30    | 37           | 34   | 29     | 38     | 37            | 32               | 26    | 22       |
| Gordon Brown                                                                                                          | 26               | 0   | 80  | 13      | 27   | 24     | 24    | 29    | 23           | 26   | 25     | 23     | 19            | 26               | 31    | 41       |
| Nick Clegg                                                                                                            | 22               | 4   | 7   | 63      | 22   | 23     | 30    | 19    | 19           | 22   | 23     | 24     | 23            | 22               | 21    | 23       |
| Don't know                                                                                                            | 20               | 5   | 11  | 17      | 16   | 24     | 18    | 22    | 21           | 18   | 23     | 15     | 22            | 20               | 23    | 14       |
| <b>Which party do you think is more likely to run Britain's economy well - the Conservatives or the Labour Party?</b> |                  |     |     |         |      |        |       |       |              |      |        |        |               |                  |       |          |
| Conservative                                                                                                          | 37               | 93  | 1   | 18      | 38   | 35     | 35    | 34    | 41           | 40   | 33     | 49     | 43            | 34               | 28    | 24       |
| Labour                                                                                                                | 36               | 1   | 95  | 34      | 36   | 36     | 39    | 38    | 31           | 36   | 36     | 29     | 28            | 35               | 48    | 48       |
| Neither                                                                                                               | 20               | 4   | 3   | 42      | 20   | 20     | 17    | 20    | 22           | 18   | 22     | 16     | 21            | 25               | 16    | 23       |
| Don't know                                                                                                            | 7                | 1   | 2   | 7       | 6    | 9      | 9     | 8     | 5            | 6    | 10     | 5      | 9             | 6                | 8     | 6        |

|                        | 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 |     |
| <b>Weighted Sample</b> | <b>1455</b>      | 422 | 344     | 353    | 698    | 757   | 444   | 501 | 509          | 800  | 655    | 186           | 473              | 311   | 358      | 127 |
| Unweighted Sample      | 1455             | 416 | 360     | 354    | 675    | 780   | 399   | 474 | 582          | 849  | 606    | 184           | 464              | 312   | 344      | 151 |
|                        | %                | %   | %       | %      | %      | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | %   |

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**

|                  |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative     | <b>28</b> | 81 | 1  | 6  | 29 | 28 | 28 | 25 | 33 | 31 | 26 | 42 | 33 | 27 | 20 | 17 |
| Labour           | <b>35</b> | 5  | 89 | 26 | 39 | 30 | 34 | 37 | 33 | 35 | 35 | 25 | 26 | 37 | 44 | 48 |
| Liberal Democrat | <b>16</b> | 4  | 5  | 50 | 16 | 17 | 17 | 15 | 16 | 17 | 15 | 18 | 19 | 15 | 12 | 19 |
| Other            | <b>2</b>  | 0  | 0  | 1  | 2  | 2  | 1  | 3  | 3  | 1  | 3  | 2  | 2  | 2  | 2  | 3  |
| None             | <b>7</b>  | 4  | 2  | 6  | 7  | 7  | 7  | 7  | 7  | 6  | 7  | 4  | 7  | 8  | 8  | 5  |
| Don't know       | <b>12</b> | 6  | 3  | 12 | 7  | 16 | 14 | 13 | 9  | 10 | 14 | 9  | 13 | 11 | 14 | 8  |

**Asylum and immigration**

|                  |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative     | <b>38</b> | 85 | 18 | 16 | 41 | 34 | 34 | 37 | 41 | 40 | 34 | 44 | 38 | 41 | 30 | 37 |
| Labour           | <b>15</b> | 0  | 45 | 9  | 15 | 14 | 14 | 17 | 13 | 15 | 14 | 15 | 11 | 12 | 17 | 26 |
| Liberal Democrat | <b>19</b> | 3  | 13 | 52 | 18 | 20 | 26 | 15 | 18 | 20 | 18 | 17 | 21 | 19 | 18 | 18 |
| Other            | <b>9</b>  | 6  | 6  | 5  | 10 | 8  | 7  | 9  | 11 | 7  | 11 | 8  | 9  | 10 | 10 | 4  |
| None             | <b>9</b>  | 3  | 9  | 9  | 9  | 9  | 7  | 12 | 9  | 8  | 11 | 9  | 9  | 8  | 11 | 6  |
| Don't know       | <b>10</b> | 3  | 8  | 10 | 7  | 13 | 12 | 10 | 9  | 9  | 12 | 7  | 11 | 9  | 13 | 9  |

**Law and order**

|                  |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative     | <b>38</b> | 88 | 10 | 20 | 41 | 36 | 35 | 38 | 42 | 42 | 35 | 45 | 42 | 40 | 32 | 27 |
| Labour           | <b>24</b> | 3  | 73 | 14 | 25 | 23 | 24 | 27 | 21 | 24 | 24 | 21 | 17 | 23 | 30 | 39 |
| Liberal Democrat | <b>14</b> | 2  | 3  | 46 | 13 | 15 | 18 | 10 | 14 | 14 | 14 | 14 | 16 | 14 | 10 | 16 |
| Other            | <b>4</b>  | 1  | 2  | 1  | 5  | 3  | 1  | 5  | 5  | 3  | 6  | 3  | 3  | 5  | 5  | 3  |
| None             | <b>7</b>  | 2  | 5  | 6  | 7  | 6  | 6  | 7  | 7  | 6  | 7  | 6  | 6  | 7  | 8  | 5  |
| Don't know       | <b>13</b> | 5  | 7  | 13 | 9  | 17 | 16 | 13 | 10 | 12 | 14 | 10 | 16 | 10 | 15 | 11 |

**Education and schools**

|                  |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative     | <b>28</b> | 80 | 2  | 6  | 28 | 29 | 26 | 26 | 33 | 30 | 26 | 40 | 32 | 26 | 22 | 21 |
| Labour           | <b>30</b> | 5  | 81 | 17 | 32 | 27 | 30 | 30 | 29 | 29 | 31 | 26 | 21 | 31 | 38 | 42 |
| Liberal Democrat | <b>20</b> | 5  | 5  | 62 | 21 | 20 | 23 | 19 | 19 | 22 | 19 | 20 | 25 | 20 | 15 | 19 |
| Other            | <b>2</b>  | 0  | 1  | 1  | 2  | 2  | 1  | 3  | 3  | 1  | 3  | 2  | 2  | 3  | 2  | 2  |
| None             | <b>8</b>  | 4  | 5  | 6  | 8  | 8  | 7  | 9  | 7  | 7  | 9  | 5  | 7  | 8  | 10 | 6  |
| Don't know       | <b>12</b> | 6  | 6  | 8  | 9  | 15 | 13 | 13 | 10 | 11 | 13 | 8  | 13 | 12 | 13 | 11 |

**Taxation**

|                  |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative     | <b>31</b> | 85 | 5  | 5  | 34 | 28 | 28 | 28 | 36 | 33 | 28 | 39 | 36 | 29 | 25 | 20 |
| Labour           | <b>24</b> | 2  | 71 | 14 | 25 | 23 | 23 | 25 | 23 | 25 | 23 | 21 | 16 | 22 | 32 | 37 |
| Liberal Democrat | <b>23</b> | 4  | 13 | 63 | 23 | 22 | 26 | 20 | 22 | 23 | 22 | 22 | 27 | 25 | 15 | 24 |
| Other            | <b>2</b>  | 1  | 1  | 1  | 2  | 2  | 1  | 3  | 3  | 2  | 3  | 1  | 2  | 3  | 2  | 2  |
| None             | <b>8</b>  | 3  | 5  | 8  | 8  | 8  | 7  | 10 | 7  | 7  | 10 | 7  | 7  | 9  | 10 | 7  |
| Don't know       | <b>12</b> | 5  | 5  | 10 | 8  | 15 | 15 | 13 | 8  | 10 | 14 | 8  | 12 | 12 | 14 | 10 |

|                        | 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 |
| <b>Weighted Sample</b> | <b>1455</b>      | 422 | 344 | 353     | 698  | 757    | 444   | 501   | 509          | 800  | 655    | 186    | 473           | 311              | 358   | 127      |
| Unweighted Sample      | 1455             | 416 | 360 | 354     | 675  | 780    | 399   | 474   | 582          | 849  | 606    | 184    | 464           | 312              | 344   | 151      |
|                        | %                | %   | %   | %       | %    | %      | %     | %     | %            | %    | %      | %      | %             | %                | %     | %        |

**Unemployment**

|                  |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative     | <b>29</b> | 81 | 3  | 7  | 29 | 28 | 27 | 26 | 33 | 31 | 25 | 35 | 34 | 28 | 22 | 18 |
| Labour           | <b>28</b> | 2  | 80 | 18 | 31 | 25 | 26 | 30 | 27 | 29 | 27 | 25 | 20 | 27 | 36 | 41 |
| Liberal Democrat | <b>17</b> | 3  | 4  | 52 | 16 | 17 | 21 | 14 | 16 | 17 | 16 | 19 | 19 | 18 | 11 | 18 |
| Other            | <b>3</b>  | 1  | 1  | 1  | 3  | 3  | 1  | 4  | 5  | 2  | 5  | 3  | 3  | 5  | 2  | 2  |
| None             | <b>9</b>  | 5  | 6  | 8  | 9  | 9  | 7  | 11 | 9  | 7  | 11 | 6  | 9  | 8  | 12 | 6  |
| Don't know       | <b>15</b> | 8  | 6  | 15 | 11 | 18 | 17 | 16 | 11 | 13 | 16 | 12 | 15 | 14 | 16 | 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                 | <b>41</b> | 19 | 75 | 47 | 45 | 38 | 40 | 43 | 41 | 42 | 41 | 36 | 37 | 38 | 45 | 61 |
| Good in a crisis                              | <b>24</b> | 3  | 61 | 21 | 26 | 21 | 21 | 27 | 22 | 25 | 22 | 23 | 18 | 21 | 29 | 35 |
| Strong                                        | <b>23</b> | 5  | 57 | 21 | 25 | 21 | 22 | 26 | 20 | 25 | 20 | 21 | 18 | 22 | 25 | 37 |
| Decisive                                      | <b>20</b> | 3  | 50 | 19 | 20 | 21 | 20 | 23 | 18 | 20 | 21 | 16 | 18 | 17 | 24 | 32 |
| Honest                                        | <b>19</b> | 3  | 52 | 19 | 18 | 20 | 15 | 19 | 24 | 20 | 18 | 16 | 13 | 22 | 24 | 27 |
| In touch with the concerns of ordinary people | <b>15</b> | 2  | 45 | 9  | 15 | 15 | 14 | 16 | 15 | 13 | 18 | 13 | 10 | 14 | 20 | 23 |
| A natural leader                              | <b>7</b>  | 1  | 22 | 3  | 7  | 6  | 7  | 8  | 5  | 6  | 7  | 6  | 4  | 8  | 6  | 15 |
| Charismatic                                   | <b>2</b>  | 1  | 4  | 2  | 2  | 2  | 3  | 2  | 1  | 2  | 2  | 3  | 2  | 1  | 3  | 3  |
| None of these                                 | <b>44</b> | 75 | 6  | 39 | 42 | 46 | 40 | 42 | 51 | 44 | 45 | 46 | 52 | 48 | 37 | 26 |
| Don't know                                    | <b>4</b>  | 2  | 1  | 3  | 2  | 5  | 5  | 4  | 2  | 2  | 6  | 3  | 3  | 3  | 5  | 3  |

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

|                                               |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Charismatic                                   | <b>40</b> | 62 | 29 | 38 | 41 | 40 | 42 | 44 | 35 | 45 | 35 | 43 | 43 | 41 | 35 | 41 |
| A natural leader                              | <b>26</b> | 59 | 8  | 15 | 26 | 26 | 24 | 25 | 27 | 28 | 23 | 37 | 27 | 25 | 20 | 23 |
| Decisive                                      | <b>24</b> | 57 | 5  | 16 | 24 | 24 | 24 | 22 | 27 | 27 | 21 | 28 | 25 | 25 | 22 | 21 |
| Strong                                        | <b>23</b> | 54 | 6  | 13 | 21 | 24 | 23 | 21 | 24 | 26 | 18 | 26 | 23 | 24 | 20 | 21 |
| Sticks to what he believes in                 | <b>22</b> | 49 | 9  | 16 | 24 | 21 | 18 | 19 | 29 | 23 | 22 | 22 | 24 | 22 | 20 | 23 |
| Honest                                        | <b>20</b> | 51 | 3  | 8  | 21 | 18 | 14 | 16 | 27 | 22 | 17 | 27 | 21 | 19 | 15 | 16 |
| In touch with the concerns of ordinary people | <b>20</b> | 54 | 3  | 6  | 20 | 21 | 17 | 17 | 26 | 22 | 18 | 22 | 23 | 21 | 16 | 19 |
| Good in a crisis                              | <b>10</b> | 29 | 2  | 5  | 10 | 10 | 11 | 10 | 10 | 11 | 9  | 15 | 10 | 13 | 7  | 8  |
| None of these                                 | <b>31</b> | 5  | 54 | 34 | 31 | 31 | 28 | 33 | 33 | 28 | 35 | 27 | 27 | 31 | 39 | 31 |
| Don't know                                    | <b>8</b>  | 2  | 8  | 8  | 7  | 10 | 10 | 8  | 8  | 5  | 12 | 6  | 10 | 8  | 8  | 7  |

|                                | 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 |
| <b>Weighted Sample</b><br>1455 | 422              | 344 | 353     | 698    | 757    | 444   | 501   | 509 | 800          | 655  | 186    | 473           | 311              | 358   | 127      |
| Unweighted Sample              | 416              | 360 | 354     | 675    | 780    | 399   | 474   | 582 | 849          | 606  | 184    | 464           | 312              | 344   | 151      |
| %                              | %                | %   | %       | %      | %      | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        |

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

|                                               |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Charismatic                                   | <b>45</b> | 49 | 46 | 55 | 47 | 43 | 50 | 43 | 43 | 49 | 41 | 44 | 48 | 44 | 42 | 50 |
| In touch with the concerns of ordinary people | <b>37</b> | 27 | 30 | 69 | 36 | 38 | 43 | 36 | 33 | 39 | 35 | 39 | 41 | 35 | 33 | 37 |
| Honest                                        | <b>32</b> | 20 | 28 | 61 | 36 | 29 | 37 | 28 | 33 | 33 | 31 | 35 | 33 | 31 | 31 | 32 |
| Sticks to what he believes in                 | <b>27</b> | 21 | 19 | 52 | 29 | 25 | 31 | 23 | 27 | 26 | 27 | 28 | 28 | 27 | 25 | 23 |
| A natural leader                              | <b>21</b> | 13 | 19 | 38 | 21 | 20 | 23 | 22 | 18 | 20 | 21 | 22 | 19 | 23 | 19 | 26 |
| Decisive                                      | <b>17</b> | 9  | 10 | 36 | 16 | 17 | 20 | 12 | 18 | 15 | 18 | 15 | 16 | 19 | 13 | 24 |
| Strong                                        | <b>16</b> | 10 | 10 | 34 | 15 | 17 | 19 | 13 | 16 | 15 | 17 | 13 | 18 | 17 | 13 | 18 |
| Good in a crisis                              | <b>6</b>  | 3  | 3  | 17 | 7  | 5  | 9  | 5  | 4  | 5  | 7  | 5  | 5  | 7  | 6  | 7  |
| None of these                                 | <b>16</b> | 20 | 21 | 2  | 18 | 15 | 13 | 19 | 18 | 16 | 18 | 19 | 14 | 19 | 16 | 17 |
| Don't know                                    | <b>13</b> | 11 | 12 | 5  | 9  | 18 | 12 | 14 | 14 | 11 | 16 | 12 | 13 | 12 | 16 | 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                         | 60             | 87           |
| Male 25 to 39                         | 146            | 189          |
| Male 40 to 54                         | 183            | 189          |
| Male 55 +                             | 286            | 233          |
| Female 18 to 24                       | 92             | 87           |
| Female 25 to 39                       | 198            | 189          |
| Female 40 to 54                       | 194            | 204          |
| Female 55 +                           | 296            | 276          |
| <b>Region</b>                         |                |              |
| North England                         | 344            | 358          |
| Midlands                              | 209            | 239          |
| East England                          | 141            | 140          |
| London                                | 184            | 186          |
| South England                         | 323            | 333          |
| Wales                                 | 103            | 73           |
| Scotland                              | 151            | 127          |
| <b>Social Grade</b>                   |                |              |
| ABC1                                  | 849            | 800          |
| C2DE                                  | 606            | 655          |
| <b>Newspaper Type</b>                 |                |              |
| Express / Mail                        | 352            | 233          |
| Sun / Star                            | 204            | 320          |
| Mirror / Record                       | 124            | 233          |
| Guardian / Independent                | 110            | 58           |
| FT / Times / Telegraph                | 159            | 138          |
| Other Paper                           | 198            | 182          |
| No Paper                              | 308            | 291          |
| <b>Political Party Identification</b> |                |              |
| Labour Loyal                          | 397            | 378          |
| Labour Disloyal                       | 87             | 87           |
| Conservative                          | 370            | 378          |
| Liberal Democrat                      | 159            | 175          |
| Others                                | 58             | 44           |
| None                                  | 327            | 356          |
| Don't know                            | 57             | 36           |