

YouGov / The Sun Survey Results

Sample Size: 2649 GB Adults
Fieldwork: 10th - 11th April 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	
Weighted Sample	2649	757	878	215	810	701	613	1287	1362	321	675	906	747	1510	1139	339	861	567	652	230
Unweighted Sample	2649	765	842	222	812	676	629	1240	1409	220	639	1005	785	1804	845	397	890	501	639	222
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	36	100	0	0	87	3	14	36	35	35	36	33	40	38	32	46	45	34	25	24
Lab	42	0	100	0	6	93	34	40	43	39	43	46	36	38	46	37	33	45	55	34
Lib Dem	10	0	0	100	1	1	40	10	11	13	13	8	9	12	7	9	12	11	8	7
Other	12	0	0	0	7	4	11	14	10	13	8	13	15	11	14	8	10	10	11	35

Other Parties Voting Intention

UKIP	5	0	0	0	5	1	3	6	4	3	3	4	9	5	6	3	6	6	6	2
SNP / PCY	3	0	0	0	0	1	2	3	2	4	2	3	2	3	2	0	0	1	0	27
Green	2	0	0	0	1	1	4	2	2	3	2	2	1	2	2	3	2	1	2	3
BNP	2	0	0	0	1	0	1	2	1	2	1	2	1	1	3	2	2	1	2	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	1	1	1	0	1	0	1	1	0	1	0	0	1	1	2

Non Voters

Would Not Vote	7	0	0	0	3	1	3	5	8	9	10	5	4	6	8	5	6	7	8	3
Don't know	14	0	0	0	9	9	23	9	19	14	17	14	10	12	16	11	15	14	13	13

7-8 Apr
10-11 April

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

Approve	30	31	81	3	47	65	6	28	37	26	30	29	30	36	36	25	42	35	29	24	27
Disapprove	57	54	7	92	34	21	84	58	53	56	47	55	57	53	50	60	48	49	55	62	61
Don't know	13	14	12	6	20	14	10	14	10	18	23	16	13	10	13	15	11	16	16	13	13

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

27-28
March
10-11
April

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	40	37	7	86	16	8	81	34	40	35	37	35	41	36	36	40	33	29	38	48	44
Conservative	25	24	71	2	7	60	3	11	28	22	23	21	22	31	28	20	31	31	23	16	18
Liberal Democrat	7	7	3	1	56	3	2	22	9	6	7	7	7	8	8	6	6	9	8	6	7
Other	3	3	0	0	0	2	0	2	3	3	3	2	3	3	3	3	2	2	2	3	5
None	11	12	8	5	7	12	4	13	11	13	5	13	14	12	11	13	11	13	13	12	10
Don't know	14	16	11	5	13	15	9	18	10	21	25	22	13	10	14	18	16	16	16	16	15

Asylum and immigration

Conservative	39	36	79	17	31	66	17	30	41	31	37	34	35	39	39	32	46	39	34	30	32
Labour	16	16	1	46	2	2	44	11	15	18	16	15	16	18	15	18	15	12	16	23	20
Liberal Democrat	6	6	2	4	40	2	3	16	6	6	7	7	6	5	7	5	5	8	4	5	10
Other	7	9	4	7	3	8	7	7	11	7	11	7	9	11	8	11	7	10	9	10	9
None	17	16	7	17	10	10	17	16	16	16	6	17	20	16	15	18	15	15	21	16	12
Don't know	15	16	7	11	14	11	13	19	10	22	24	21	14	11	15	17	13	16	16	17	17

Law and order

Conservative	37	35	83	10	35	69	12	29	40	31	37	31	33	41	38	32	44	40	36	26	29
Labour	25	24	1	65	4	4	63	17	24	24	20	21	27	26	23	26	18	18	23	35	29
Liberal Democrat	5	5	2	2	36	2	1	13	5	4	5	6	4	5	6	4	6	6	3	3	7
Other	4	5	2	1	2	5	1	4	6	4	5	3	5	7	5	5	4	6	4	5	7
None	13	13	4	11	9	7	10	15	14	13	6	16	16	11	13	14	12	12	17	12	13
Don't know	16	17	9	10	15	13	12	22	11	23	27	23	15	10	16	19	16	18	16	18	15

Education and schools

Labour	35	33	4	80	8	7	77	26	35	31	32	31	35	32	31	36	28	26	32	42	43
Conservative	27	27	76	2	13	64	4	13	31	24	26	22	25	35	30	23	30	34	27	20	17
Liberal Democrat	10	9	6	3	59	6	2	25	11	8	12	9	9	9	11	7	13	11	9	7	8
Other	3	3	0	1	1	2	1	3	4	3	3	2	4	4	3	3	3	3	3	4	7
None	11	11	4	7	9	7	5	15	11	12	4	13	13	11	10	13	11	11	14	11	9
Don't know	14	16	10	7	11	14	11	17	10	21	24	23	13	9	14	18	15	15	16	16	17

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Fieldwork: 10th - 11th April 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		2649	757	878	215	810	701	613	1287	1362	321	675	906	747	1510	1139	339	861	567	652	230	
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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Taxation																						
	Conservative	29	30	82	3	15	69	5	17	35	24	29	25	28	36	33	25	39	34	29	21	24
	Labour	29	28	2	74	6	4	69	23	29	28	26	27	29	29	27	30	23	23	30	36	31
	Liberal Democrat	9	9	4	4	56	4	3	23	10	8	10	10	8	9	10	8	9	10	8	7	10
	Other	3	4	1	2	1	3	2	3	4	3	3	3	4	5	4	3	3	3	3	4	6
	None	14	13	4	9	10	8	9	16	12	13	6	14	15	12	13	13	13	13	14	14	10
	Don't know	15	17	7	8	13	13	12	18	10	23	26	22	16	9	14	20	13	17	16	17	19
Unemployment																						
	Labour	34	31	5	77	11	6	72	26	34	29	27	27	34	32	31	31	29	24	30	39	39
	Conservative	25	26	73	3	15	62	5	14	29	24	26	25	24	31	29	23	33	32	25	19	18
	Liberal Democrat	7	6	4	2	44	3	2	16	7	6	11	6	6	6	7	6	7	8	7	4	5
	Other	3	4	0	2	1	3	1	4	5	4	4	3	4	5	4	4	2	4	3	5	6
	None	15	14	7	9	13	10	9	18	14	15	7	16	16	14	14	15	14	14	17	13	12
	Don't know	16	18	11	8	16	15	12	22	12	23	25	23	16	12	16	20	15	18	18	19	19
The economy in general																						
	Conservative	32	33	89	2	23	74	5	21	37	28	33	28	30	40	36	28	40	39	33	22	27
	Labour	28	27	1	75	3	3	69	22	28	26	23	25	30	27	26	28	24	21	28	35	29
	Liberal Democrat	6	5	1	1	47	1	2	16	6	5	5	7	5	5	6	5	5	7	4	5	4
	Other	3	4	0	1	0	3	1	3	4	3	3	2	4	5	4	3	2	3	3	5	6
	None	14	13	2	9	10	7	10	16	12	14	8	15	16	11	13	14	13	13	14	13	14
	Don't know	16	18	7	11	16	13	14	22	13	24	28	24	16	12	16	21	15	18	18	21	20
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	30	25	49	10	29	41	11	23	27	23	22	22	25	29	28	22	27	30	26	17	24
	Charismatic	25	25	46	13	34	42	13	27	28	23	34	26	25	23	29	20	33	27	23	21	27
	Decisive	26	23	50	6	32	42	8	21	25	21	30	22	20	23	27	18	25	26	24	16	22
	Strong	21	20	47	6	24	40	6	17	22	18	26	20	17	21	23	17	25	25	20	13	16
	A natural leader	18	20	47	6	23	38	9	16	23	17	22	20	18	20	22	17	26	22	19	15	16
	Honest	18	19	49	2	24	42	3	14	22	17	15	13	18	27	22	14	24	23	18	13	14
	Good in a crisis	15	15	40	2	18	33	3	9	17	13	16	13	14	17	18	12	21	16	15	10	16
	In touch with the concerns of ordinary people	11	10	28	1	10	24	2	5	10	10	8	9	10	13	11	10	12	14	9	6	8
	None of these	37	39	4	68	24	13	65	38	38	40	30	35	43	41	35	45	32	34	38	49	43
	Don't know	8	8	4	5	6	5	6	8	5	10	9	10	7	5	6	9	6	8	9	8	5

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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	26	22	7	48	12	8	45	19	23	20	23	18	22	24	22	21	17	18	23	27	23
Sticks to what he believes in	17	17	9	35	10	9	33	15	19	15	15	14	18	20	16	18	15	17	18	16	20
Honest	16	16	4	39	11	5	38	13	19	15	16	14	18	18	17	16	11	14	17	20	22
Strong	9	9	3	20	6	4	17	9	10	8	14	8	9	8	9	9	5	9	10	11	10
Decisive	9	9	3	21	4	3	20	8	11	8	14	7	10	9	8	11	7	10	8	11	10
Charismatic	6	7	3	13	4	3	11	7	8	6	13	5	7	5	6	8	5	6	6	8	8
A natural leader	6	6	2	12	5	3	10	5	7	5	9	5	5	5	5	7	4	5	5	5	12
Good in a crisis	5	4	0	9	4	0	8	4	4	3	4	3	3	4	2	5	2	4	4	3	2
None of these	41	44	64	18	47	64	19	43	47	41	38	39	45	50	45	44	50	47	43	42	35
Don't know	21	19	15	15	18	15	18	22	12	25	19	25	19	14	18	21	18	20	19	19	18

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

Honest	16	14	28	2	41	23	3	21	17	11	13	12	13	18	17	10	15	15	14	11	19
In touch with the concerns of ordinary people	16	14	26	4	40	20	4	21	16	12	18	12	13	16	16	12	15	18	12	11	15
Charismatic	16	14	23	6	31	20	7	19	18	11	20	16	11	14	16	11	19	14	13	13	12
Sticks to what he believes in	7	6	11	2	17	9	3	8	7	6	6	4	6	8	7	5	6	8	6	4	7
Decisive	6	6	10	2	24	9	1	10	7	5	12	6	5	5	7	5	5	8	6	5	2
A natural leader	6	6	11	1	20	8	2	11	8	4	10	7	4	4	7	4	7	5	6	6	4
Strong	6	5	7	2	19	7	2	9	6	4	8	6	4	4	7	2	7	5	5	3	9
Good in a crisis	4	4	6	1	13	4	1	6	5	2	5	4	2	4	4	3	5	5	3	3	2
None of these	52	53	30	78	19	37	76	43	55	51	41	48	57	57	50	56	47	49	53	62	52
Don't know	13	14	13	8	8	14	11	12	6	20	15	16	14	10	11	17	11	15	14	13	12

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

		7-8 Apr																			
Do you think Britain, France, the US and other countries are right or wrong to take military action in Libya?																					
Right	40	41	48	38	49	46	37	44	50	33	50	44	38	37	45	36	45	41	39	40	43
Wrong	39	41	36	46	35	40	44	36	37	44	26	34	43	50	38	44	36	40	43	41	42
Don't know	21	18	16	17	16	14	19	20	13	23	24	22	19	12	17	20	19	19	18	19	15
Overall do you think the coalition's military action in Libya is going well or badly?																					
Very well	2	2	4	2	2	5	2	1	4	1	4	4	2	1	2	2	2	3	1	3	4
Fairly well	33	38	51	34	49	48	34	41	47	30	37	38	39	38	40	35	43	39	37	34	43
TOTAL WELL	35	40	55	36	51	53	36	42	51	31	41	42	41	39	42	37	45	42	38	37	47
Fairly badly	28	30	28	34	23	27	35	29	29	32	30	24	29	38	33	28	27	31	33	29	32
Very badly	10	8	2	12	7	5	8	8	8	8	6	8	7	10	6	11	8	7	8	11	6
TOTAL BADLY	38	38	30	46	30	32	43	37	37	40	36	32	36	48	39	39	35	38	41	40	38
Don't know	27	21	15	19	18	16	21	21	13	28	22	26	23	13	18	24	21	20	21	23	16

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	91	164
	Male 25 to 39	273	339
	Male 40 to 59	468	448
	Male 60 +	408	336
	Female 18 to 24	129	156
	Female 25 to 39	366	336
	Female 40 to 59	537	458
	Female 60 +	377	411
Region			
	North England	639	652
	Midlands	384	434
	East England	267	254
	London	397	339
	South England	623	607
	Wales	117	132
	Scotland	222	230
Social Grade			
	AB	1011	742
	C1	793	768
	C2	367	556
	DE	478	583
Newspaper Type			
	Express / Mail	570	396
	Sun / Star	287	570
	Mirror / Record	167	409
	Guardian / Independent	170	79
	FT / Times / Telegraph	227	225
	Other Paper	341	305
	No Paper	881	662
Political Party Identification			
	Labour	840	853
	Conservative	744	753
	Liberal Democrat	293	317
	Others	164	79
	None/ DK	595	635

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