

YouGov/Sun Survey Results

Sample Size: 2391 GB Adults
Fieldwork: 27th - 28th 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
Weighted Sample	2391	678	835	169	774	629	556	1162	1229	289	610	818	674	1363	1028	306	777	512	588	208
Unweighted Sample	2391	681	787	170	772	596	573	1137	1254	212	649	841	689	1640	751	381	832	461	540	177
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	36	100	0	0	86	2	12	36	36	30	35	35	40	40	30	39	46	36	27	22
Lab	44	0	100	0	6	94	41	41	48	43	46	49	38	40	50	48	33	44	57	42
Lib Dem	9	0	0	100	1	1	37	10	8	11	12	6	9	10	7	8	12	9	7	4
Other	11	0	0	0	7	3	10	13	8	16	7	9	14	10	13	5	9	12	9	32

Other Parties Voting Intention

SNP / PCY	4	0	0	0	1	2	2	4	3	7	1	3	4	3	4	1	0	3	1	27
UKIP	4	0	0	0	6	1	2	5	3	4	1	4	7	4	5	2	6	4	5	2
Green	1	0	0	0	0	0	3	2	1	2	2	2	1	2	1	2	2	1	1	1
BNP	1	0	0	0	0	1	0	2	0	2	1	0	1	0	2	1	0	2	1	1
Other	1	0	0	0	0	0	1	1	0	1	1	0	1	1	1	0	1	1	1	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Non Voters

Would Not Vote	7	0	0	0	3	1	4	5	8	6	12	4	4	6	8	6	7	6	6	7
Don't know	14	0	0	0	12	8	22	9	19	19	16	15	10	14	15	13	16	15	12	16

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

	24-25 March	27-28 March																			
Approve	31	31	79	3	52	65	6	27	37	27	30	29	28	38	36	25	36	38	27	26	27
Disapprove	53	55	10	93	30	23	88	60	54	56	44	54	61	54	50	61	51	48	57	63	59
Don't know	15	14	12	4	17	13	6	13	10	17	26	17	11	8	14	14	12	14	16	11	14

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

	13-14 March	27-28 March																			
Conservative	24	25	71	2	12	61	2	10	26	24	20	22	24	31	28	20	22	31	25	20	21
Labour	40	40	6	85	18	10	83	40	42	37	36	36	44	39	37	43	42	33	38	48	40
Liberal Democrat	6	7	5	1	51	5	1	18	9	5	8	8	5	7	7	6	5	9	7	6	4
Other	3	3	0	0	0	1	1	2	4	2	3	2	3	3	3	3	2	2	4	2	5
None	12	11	8	5	6	10	6	13	9	13	7	14	13	9	11	13	13	10	10	13	15
Don't know	15	14	9	6	13	12	7	17	10	18	27	19	10	10	14	15	17	15	15	12	14

Sample Size: 2391 GB Adults
Fieldwork: 27th - 28th 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	
Weighted Sample		2391	678	835	169	774	629	556	1162	1229	289	610	818	674	1363	1028	306	777	512	588	208	
Unweighted Sample		2391	681	787	170	772	596	573	1137	1254	212	649	841	689	1640	751	381	832	461	540	177	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Asylum and immigration																						
	Conservative	37	39	79	20	30	70	19	29	43	35	29	39	39	42	42	34	39	44	38	36	27
	Labour	17	16	1	42	3	2	43	12	16	17	19	16	18	13	16	16	17	13	12	21	22
	Liberal Democrat	6	6	2	3	50	2	2	20	6	7	9	7	5	6	7	5	7	6	8	4	7
	Other	8	7	4	4	3	7	5	5	9	6	8	5	8	9	7	8	5	8	8	8	6
	None	16	17	8	18	5	11	18	16	17	17	11	17	17	18	14	20	17	14	17	19	20
	Don't know	16	15	6	12	9	8	13	18	9	20	25	17	13	11	14	16	14	15	17	12	17
Law and order																						
	Conservative	34	37	85	10	32	74	12	25	40	33	29	33	36	44	41	32	39	44	33	31	29
	Labour	26	25	1	63	3	3	62	23	26	25	20	25	27	25	23	28	24	18	26	33	31
	Liberal Democrat	5	5	1	2	49	1	1	17	6	4	8	5	4	5	6	4	5	6	6	5	3
	Other	4	4	1	2	0	3	3	3	6	3	5	3	5	5	4	5	3	4	5	4	6
	None	13	13	6	11	3	9	11	13	12	14	9	13	15	12	12	14	12	11	12	14	16
	Don't know	18	16	7	12	12	10	12	19	9	21	29	20	13	9	15	16	18	17	17	12	14
Education and schools																						
	Conservative	26	27	75	2	11	64	4	12	28	26	20	23	25	36	30	23	30	32	25	23	22
	Labour	35	35	3	80	8	9	77	31	37	32	32	34	39	32	33	37	37	29	33	43	35
	Liberal Democrat	9	10	7	4	69	6	2	27	12	8	15	10	9	10	11	9	8	12	12	9	5
	Other	3	3	0	0	1	1	1	3	4	2	4	2	3	4	3	4	1	3	5	2	6
	None	11	11	5	7	2	8	7	13	10	13	7	13	13	9	10	12	11	10	10	12	17
	Don't know	16	14	9	7	9	11	9	14	10	18	23	19	12	9	13	15	13	14	16	12	15
Taxation																						
	Conservative	27	29	79	4	14	66	6	13	32	25	20	25	29	35	33	23	32	35	27	24	20
	Labour	30	29	1	73	4	5	70	25	30	29	26	27	33	29	27	32	30	22	28	38	32
	Liberal Democrat	8	9	5	3	67	4	2	27	11	8	16	11	6	9	10	8	7	11	11	8	9
	Other	4	3	0	1	1	1	2	3	5	2	4	2	4	4	3	3	2	3	5	3	6
	None	14	14	7	10	4	11	11	14	13	15	8	16	16	12	12	16	14	12	13	15	20
	Don't know	17	15	8	9	9	12	8	17	10	20	25	19	12	11	14	17	15	17	15	12	14

Sample Size: 2391 GB Adults
Fieldwork: 27th - 28th 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	
Weighted Sample		2391	678	835	169	774	629	556	1162	1229	289	610	818	674	1363	1028	306	777	512	588	208	
Unweighted Sample		2391	681	787	170	772	596	573	1137	1254	212	649	841	689	1640	751	381	832	461	540	177	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Unemployment																						
	Conservative	25	25	69	3	13	57	4	13	25	25	23	23	23	30	28	21	25	30	24	21	20
	Labour	33	34	5	77	14	9	74	32	38	30	30	30	37	34	32	36	34	28	32	41	37
	Liberal Democrat	5	7	4	2	54	4	2	19	8	6	11	8	6	5	7	6	8	8	7	6	4
	Other	4	3	1	1	1	2	2	3	4	3	3	2	3	5	3	3	2	3	5	3	6
	None	15	15	10	9	4	13	10	15	14	9	16	17	14	13	17	14	13	15	16	16	18
	Don't know	18	16	11	8	14	14	8	18	11	21	23	21	14	11	16	16	18	18	18	12	15
The economy in general																						
	Conservative	30	32	86	2	21	73	4	18	36	29	27	29	30	40	36	28	33	38	31	29	23
	Labour	30	28	0	73	2	4	71	25	30	27	25	26	32	28	27	31	28	21	28	37	35
	Liberal Democrat	4	6	2	2	56	1	1	20	7	4	8	7	4	6	6	5	6	7	4	5	5
	Other	4	3	0	1	0	1	2	3	4	3	3	2	3	4	3	4	1	3	5	3	7
	None	14	14	5	10	4	10	10	15	12	15	10	16	16	10	12	16	12	13	14	15	15
	Don't know	19	16	6	12	17	11	12	20	10	22	27	20	14	12	16	17	20	18	18	12	15
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	27	30	57	11	41	51	15	27	33	27	22	25	31	36	31	29	29	34	28	26	32
	Charismatic	25	25	44	14	33	39	14	26	25	25	27	25	24	24	29	20	30	29	22	19	24
	Decisive	22	26	58	7	29	50	9	18	27	24	28	26	22	28	29	21	28	30	24	21	23
	Strong	20	21	49	7	23	44	7	13	21	21	19	22	19	24	24	18	22	26	19	16	25
	A natural leader	19	18	43	5	21	36	7	14	18	18	15	20	16	22	22	14	23	22	17	13	18
	Honest	18	18	48	3	18	40	4	12	21	16	10	14	16	28	20	16	18	22	16	14	19
	Good in a crisis	11	15	39	2	17	33	3	10	16	15	11	12	14	21	18	12	15	20	14	12	12
	In touch with the concerns of ordinary people	9	11	30	1	9	25	2	5	10	11	9	8	10	14	11	10	10	15	10	8	7
	None of these	39	37	4	67	27	11	63	41	39	36	33	36	41	36	34	41	34	31	38	45	44
	Don't know	9	8	5	4	5	7	5	6	5	11	15	11	6	5	7	10	7	9	10	6	6

Sample Size: 2391 GB Adults
Fieldwork: 27th - 28th 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	
Weighted Sample	2391	678	835	169	774	629	556	1162	1229	289	610	818	674	1363	1028	306	777	512	588	208	
Unweighted Sample	2391	681	787	170	772	596	573	1137	1254	212	649	841	689	1640	751	381	832	461	540	177	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	24	26	8	56	15	7	55	26	27	26	20	23	29	28	25	28	28	22	25	31	27
Sticks to what he believes in	17	17	7	33	13	6	35	15	17	16	18	12	18	18	15	19	16	16	19	16	16
Honest	17	16	5	35	8	5	35	17	18	14	13	12	18	19	16	16	19	12	16	18	21
Decisive	9	9	3	20	6	4	21	7	10	9	8	7	11	10	8	11	8	9	10	9	13
Strong	10	9	2	19	5	3	20	5	9	8	9	7	10	8	8	10	7	8	9	9	11
Charismatic	7	6	3	13	3	3	15	4	7	6	7	6	7	6	5	8	8	6	7	6	6
A natural leader	7	6	1	14	4	2	15	4	6	6	6	5	7	6	5	7	6	6	6	5	7
Good in a crisis	5	5	0	12	3	1	14	3	5	5	5	3	6	6	4	7	5	4	5	6	4
None of these	42	41	64	15	51	64	15	39	46	37	28	40	40	50	44	39	38	47	38	39	40
Don't know	22	21	18	15	19	19	17	22	15	26	36	26	19	11	19	22	21	19	24	21	15

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

Honest	13	16	30	3	50	25	3	21	18	14	9	15	14	21	17	14	15	18	16	13	13
In touch with the concerns of ordinary people	13	16	29	4	55	24	5	24	17	16	15	17	14	19	17	15	14	20	17	13	14
Charismatic	17	16	26	7	38	23	7	23	18	14	19	19	14	15	19	12	18	18	16	12	14
Sticks to what he believes in	7	7	13	2	26	10	3	11	8	7	6	6	7	9	8	7	8	9	7	5	7
Strong	5	6	10	1	23	8	3	9	7	5	3	5	7	6	6	5	6	7	4	5	3
A natural leader	7	6	9	2	31	8	3	12	9	4	7	9	5	5	8	4	8	8	4	6	6
Decisive	6	6	10	2	27	8	3	10	8	4	6	6	6	7	7	5	7	8	5	5	4
Good in a crisis	4	4	6	1	20	5	2	7	5	4	2	4	4	6	5	4	5	5	3	4	2
None of these	52	52	29	80	11	35	77	46	53	52	44	48	55	57	50	56	52	47	49	59	62
Don't know	14	13	14	6	6	16	7	8	10	16	23	16	12	8	11	15	13	14	15	12	7

Sample Size: 2391 GB Adults
Fieldwork: 27th - 28th 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	
Weighted Sample	2391	678	835	169	774	629	556	1162	1229	289	610	818	674	1363	1028	306	777	512	588	208	
Unweighted Sample	2391	681	787	170	772	596	573	1137	1254	212	649	841	689	1640	751	381	832	461	540	177	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think Britain, France, the US and other countries are right or wrong to take military action in Libya?	Right	45	46	61	41	60	55	43	46	55	38	50	43	45	49	47	46	47	49	46	41	52
	Wrong	35	37	28	42	31	33	40	39	34	40	28	37	39	40	37	38	37	34	39	44	30
	Don't know	21	16	11	17	9	12	17	15	10	22	23	20	16	11	16	17	16	18	14	15	19
Overall do you think the coalition's military action in Libya is going well or badly?	Very well	8	10	16	7	16	15	7	8	17	3	7	10	10	11	10	9	12	11	9	8	13
	Fairly well	47	48	56	45	55	54	46	50	53	43	43	42	48	56	50	46	43	51	47	46	53
	TOTAL WELL	55	58	72	52	71	69	53	58	70	46	50	52	58	67	60	55	55	62	56	54	66
	Fairly badly	15	16	9	20	14	11	19	16	11	20	18	16	15	15	15	16	16	13	16	18	16
	Very badly	6	4	2	6	5	1	6	5	5	4	3	5	5	4	4	5	6	3	5	5	2
	TOTAL BADLY	21	20	11	26	19	12	25	21	16	24	21	21	20	19	19	21	22	16	21	23	18
Don't know	24	22	17	21	10	19	21	21	14	29	30	27	21	14	20	24	24	22	22	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	92	148
Male 25 to 39	293	306
Male 40 to 59	420	404
Male 60 +	332	304
Female 18 to 24	120	141
Female 25 to 39	356	304
Female 40 to 59	421	414
Female 60 +	357	371
Region		
North England	540	588
Midlands	341	392
East England	216	230
London	381	306
South England	616	548
Wales	120	120
Scotland	177	208
Social Grade		
AB	927	669
C1	713	693
C2	307	502
DE	444	526
Newspaper Type		
Express / Mail	497	359
Sun / Star	292	514
Mirror / Record	168	371
Guardian / Independent	163	72
FT / Times / Telegraph	211	203
Other Paper	288	275
No Paper	772	598
Political Party Identification		
Labour	735	777
Conservative	670	681
Liberal Democrat	269	287
Others	145	72
None/ DK	572	574

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

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