

YouGov / The Sun Survey Results

Sample Size: 1734 GB Adults
Fieldwork: 25th - 26th March 2012

	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	1734	453	555	112	542	450	375	843	891	210	442	593	489	988	746	222	564	371	427	151	
Unweighted Sample	1734	439	529	116	537	412	411	845	889	128	451	693	462	1137	597	306	566	337	388	137	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't knows and Wouldn't votes]

Con	35	100	0	0	84	4	12	35	34	29	31	37	37	37	31	35	45	37	26	16
Lab	42	0	100	0	5	91	39	40	45	43	50	41	38	38	48	46	31	45	51	44
Lib Dem	9	0	0	100	1	1	32	9	8	9	9	5	11	11	5	9	11	5	9	8
Other	14	0	0	0	10	4	17	16	12	19	10	17	14	14	16	10	12	13	14	32

Other Parties Voting Intention

UKIP	6	0	0	0	8	1	3	7	5	5	2	7	10	6	7	3	8	6	7	1
SNP / PCY	3	0	0	0	1	1	3	3	2	4	3	3	2	3	3	1	0	1	0	26
Green	3	0	0	0	0	1	8	3	3	9	3	4	1	4	3	4	2	3	3	5
BNP	1	0	0	0	0	0	1	2	1	0	0	2	1	1	2	0	1	1	2	0
Other	1	0	0	0	0	0	1	1	0	1	0	1	0	1	1	1	1	1	0	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0

Non Voters

Would Not Vote	8	0	0	0	4	5	3	8	8	18	11	6	4	7	10	6	8	8	11	3
Don't know	16	0	0	0	17	9	20	9	23	18	15	19	14	16	17	18	20	16	12	13

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

	March 22-23	March 25-26																			
Approve	29	27	77	3	44	56	7	22	31	23	17	29	28	29	31	21	27	35	25	21	20
Disapprove	57	58	13	92	36	30	83	63	57	58	54	54	57	63	54	62	57	48	59	64	72
Don't know	14	15	10	6	20	14	10	16	12	19	29	17	15	8	15	16	15	18	16	15	8

Fieldwork: 25th - 26th March 2012

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

March 11-12
March 25-26

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	23	23	70	1	15	54	3	10	25	20	18	17	23	28	26	18	22	27	23	19	15
Labour	37	39	10	85	24	10	79	43	41	37	40	41	38	39	38	40	43	33	36	45	46
Liberal Democrat	7	6	4	2	47	3	3	15	6	6	7	8	5	6	7	4	4	8	6	4	8
Other	4	5	0	0	1	3	1	5	7	3	8	4	6	4	4	7	4	4	5	5	12
None	12	13	8	4	8	14	6	13	12	14	5	11	16	14	11	15	11	14	12	13	11
Don't know	17	15	8	8	5	15	8	13	9	20	22	20	13	9	14	15	15	15	17	13	9

Asylum and immigration

Conservative	35	32	74	14	33	59	15	24	34	29	25	30	32	35	36	27	36	37	29	27	24
Labour	16	17	2	44	9	3	41	14	18	17	20	20	15	16	16	19	18	13	16	21	25
Liberal Democrat	6	6	2	5	42	1	3	19	7	6	7	7	6	6	7	5	9	7	5	6	8
Other	10	10	5	3	2	11	5	7	13	8	12	7	13	9	9	11	7	9	14	11	11
None	18	18	10	18	9	15	19	19	18	18	7	16	21	22	16	22	17	19	18	19	16
Don't know	16	16	7	16	6	11	16	16	10	22	28	20	13	10	16	16	14	15	18	17	15

Law and order

Conservative	34	33	84	8	28	66	12	25	36	31	23	30	35	39	36	29	36	39	34	27	25
Labour	22	24	2	62	13	5	55	24	26	22	23	24	24	25	23	25	26	19	21	30	32
Liberal Democrat	5	5	1	3	43	1	3	16	6	5	11	6	4	5	6	4	7	7	4	4	7
Other	6	7	1	2	1	5	3	6	8	5	9	5	8	7	6	8	3	5	9	8	11
None	13	14	7	11	6	11	13	14	14	14	8	13	17	13	12	17	14	14	14	14	12
Don't know	19	16	5	14	8	12	15	15	10	22	27	22	12	11	16	16	14	17	18	16	13

Fieldwork: 25th - 26th March 2012

		Voting intention			2010 Vote			Gender		Age				Social grade		Region						
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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Education and schools																						
	Conservative	26	26	78	2	8	62	5	12	28	24	17	20	28	33	28	23	27	31	27	22	13
	Labour	31	31	4	77	9	6	72	29	33	30	30	32	32	31	31	33	35	24	32	35	43
	Liberal Democrat	9	9	5	4	69	4	3	26	11	8	11	12	7	9	11	7	9	11	8	8	12
	Other	4	6	1	0	1	3	2	6	7	4	10	4	6	5	5	7	2	5	5	6	11
	None	12	13	6	7	6	11	9	15	13	13	8	12	15	13	11	15	14	13	12	13	12
	Don't know	18	15	6	9	7	14	9	13	9	20	24	20	12	9	14	16	13	15	16	16	8
Taxation																						
	Conservative	27	25	77	2	13	59	7	11	28	22	19	23	27	28	27	22	26	28	27	21	18
	Labour	26	28	3	72	12	5	66	25	30	27	25	31	26	30	27	30	33	20	28	34	40
	Liberal Democrat	9	9	4	5	60	3	4	26	11	8	13	10	7	11	11	7	10	11	8	8	11
	Other	4	6	1	1	3	4	1	7	7	5	9	5	7	5	5	7	4	5	6	7	12
	None	14	15	9	9	5	15	11	15	14	16	10	12	19	16	14	17	12	18	13	16	11
	Don't know	19	16	6	11	7	15	11	15	10	21	25	20	14	10	16	16	16	19	18	14	8
Unemployment																						
	Conservative	24	23	68	3	12	52	5	13	24	21	17	19	25	25	24	20	23	27	24	19	14
	Labour	31	32	7	74	13	7	68	33	35	29	30	34	30	34	32	31	35	25	31	36	45
	Liberal Democrat	5	6	3	3	55	3	2	18	8	5	10	7	5	6	8	4	7	6	7	6	5
	Other	5	6	1	0	1	4	1	5	7	4	8	4	7	4	4	7	3	5	5	6	10
	None	15	16	10	9	9	16	12	16	14	18	6	13	19	19	14	19	17	17	15	17	12
	Don't know	19	18	11	11	9	17	13	14	12	23	29	23	14	12	18	18	15	20	18	17	14
The economy in general																						
	Conservative	31	30	88	3	24	70	7	18	34	27	21	27	33	35	33	27	31	36	31	26	19
	Labour	25	26	0	71	6	3	64	24	28	24	26	26	24	28	25	27	31	18	26	31	37
	Liberal Democrat	5	5	1	3	47	1	2	16	5	5	5	7	4	6	6	4	5	5	6	5	7
	Other	5	6	0	1	2	3	1	6	7	4	10	4	7	4	4	7	3	5	5	7	11
	None	14	14	5	10	6	11	11	17	13	16	9	11	18	15	13	16	15	16	13	15	12
	Don't know	20	18	5	12	14	13	15	19	12	24	30	24	14	12	18	18	16	20	19	17	15

Fieldwork: 25th - 26th March 2012

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

Europe

Conservative	25	68	7	19	53	9	14	26	24	21	23	25	28	26	24	29	29	25	21	15
Labour	21	2	56	3	3	51	20	24	19	19	24	21	19	20	22	23	15	19	26	34
Liberal Democrat	8	3	6	56	2	6	21	10	7	10	9	7	9	10	5	10	9	7	6	9
Other	11	7	4	2	11	4	8	14	8	16	6	13	11	11	10	4	11	12	11	13
None	16	11	11	8	15	12	17	16	16	7	15	18	18	14	18	16	16	13	17	19
Don't know	19	9	16	11	16	17	20	11	27	26	24	17	15	19	20	17	20	23	19	12

March 11-12
March 25-26

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	26	51	15	36	42	17	22	26	26	22	23	28	29	26	26	27	26	26	26	22
Decisive	21	22	51	6	28	41	9	16	21	23	23	21	22	22	23	21	25	21	21	21	24
Charismatic	23	21	43	10	23	37	9	21	23	20	18	28	21	17	25	17	24	23	22	19	17
Strong	19	18	48	5	25	36	7	14	19	17	12	19	19	20	21	15	22	20	17	18	11
A natural leader	18	18	43	6	25	34	7	14	20	16	9	22	17	18	20	15	21	19	19	15	15
Good in a crisis	15	15	43	3	19	34	4	11	17	14	7	17	15	17	18	12	20	14	17	15	9
Honest	16	13	37	3	12	30	3	9	14	12	3	9	15	20	15	11	13	16	14	10	12
In touch with the concerns of ordinary people	9	6	18	1	5	14	1	4	6	7	1	7	7	7	6	6	7	5	9	6	3
None of these	39	41	8	68	21	18	64	43	43	40	38	37	42	46	37	47	35	37	42	46	55
Don't know	7	8	3	3	4	5	4	7	6	9	18	10	6	3	7	9	9	7	7	10	4

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	20	24	9	50	25	7	48	27	23	24	23	21	22	29	22	27	22	22	21	28	29
Honest	15	18	6	41	22	5	39	19	20	15	16	17	15	23	18	17	21	17	13	20	22
Sticks to what he believes in	14	17	8	37	12	8	32	17	17	16	15	12	17	22	17	16	16	17	13	17	26
Decisive	7	6	3	13	9	3	10	7	6	6	7	6	5	7	6	7	8	6	3	8	7
Strong	6	6	3	13	6	2	11	7	5	6	8	6	5	6	5	7	7	6	5	6	6
Charismatic	4	4	2	8	2	2	6	4	5	3	5	5	4	2	4	4	4	3	3	5	6
Good in a crisis	4	4	0	10	1	0	9	5	5	3	5	4	4	4	3	5	5	3	3	5	4
A natural leader	3	3	1	8	2	1	8	3	3	4	3	4	3	3	3	4	5	4	2	2	4
None of these	51	48	71	20	40	70	23	46	52	45	38	44	52	51	50	45	45	49	54	44	46
Don't know	16	15	9	10	10	12	11	14	11	20	24	20	14	9	14	18	16	15	17	16	10

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

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

Honest	15	12	23	5	46	16	5	22	15	10	8	10	13	16	14	10	10	15	12	13	9
In touch with the concerns of ordinary people	14	12	21	4	43	17	3	21	13	11	10	11	11	15	15	8	12	14	11	11	10
Charismatic	11	11	17	6	26	12	5	17	11	11	7	15	11	8	13	7	12	13	8	9	11
Sticks to what he believes in	9	9	13	4	32	12	5	14	10	8	6	8	10	11	11	7	5	12	8	8	11
Decisive	5	5	9	2	22	6	2	7	5	5	6	4	4	6	5	4	3	7	6	2	3
Strong	5	4	6	2	15	3	2	6	5	2	2	3	4	4	5	2	4	5	3	2	3
A natural leader	5	4	6	2	13	4	2	7	4	3	5	5	3	3	5	3	4	5	4	3	1
Good in a crisis	4	3	4	1	19	2	1	6	4	2	3	3	3	2	4	2	4	4	3	1	3
None of these	56	57	39	78	15	48	76	50	59	55	49	50	58	63	53	61	56	49	60	60	68
Don't know	12	13	11	7	4	12	9	9	8	17	21	17	11	7	11	15	15	14	11	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.
Age and Gender		
Male 18 to 24	53	108
Male 25 to 39	196	222
Male 40 to 59	357	293
Male 60 +	239	220
Female 18 to 24	75	102
Female 25 to 39	255	220
Female 40 to 59	336	300
Female 60 +	223	269
Region		
North England	388	427
Midlands	267	284
East England	160	166
London	306	222
South England	406	397
Wales	70	87
Scotland	137	151
Social Grade		
AB	625	486
C1	512	503
C2	253	364
DE	344	381
Newspaper Type		
Express / Mail	383	277
Sun / Star	184	407
Mirror / Record	106	173
Guardian / Independent	103	78
FT / Times / Telegraph	110	165
Other Paper	241	199
No Paper	607	434
Political Party Identification		
Labour	537	564
Conservative	492	494
Liberal Democrat	201	208
SNP/Plaid Cymru	25	29
Others	81	23
None/ DK	398	416

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