

YouGov / The Sun Survey Results

Sample Size: 1801 GB Adults
Fieldwork: 11th - 12th March 2012

	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	1801	500	562	124	554	463	383	875	926	218	459	616	508	1027	774	231	585	385	443	157
Unweighted Sample	1801	504	534	131	558	444	413	890	911	113	479	734	475	1199	602	309	593	341	402	156
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	36	100	0	0	86	2	15	37	36	36	33	31	45	40	32	35	47	40	27	16
Lab	41	0	100	0	6	91	34	39	43	45	44	46	31	37	46	45	30	38	55	40
Lib Dem	9	0	0	100	1	1	37	8	10	4	12	8	10	11	6	8	11	7	9	9
Other	14	0	0	0	8	6	14	16	12	15	11	15	14	12	16	12	12	15	9	35

Other Parties Voting Intention

UKIP	6	0	0	0	6	2	4	8	4	8	4	7	6	5	7	6	6	9	6	0
SNP / PCY	4	0	0	0	1	2	3	4	3	3	4	4	3	4	4	1	0	3	0	34
Green	2	0	0	0	0	1	6	2	3	0	2	3	3	3	2	3	4	1	2	1
BNP	1	0	0	0	1	1	2	2	1	3	2	1	1	1	2	2	1	3	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1

Non Voters

Would Not Vote	7	0	0	0	3	2	4	5	8	9	11	8	2	6	8	4	9	6	6	5
Don't know	17	0	0	0	13	8	23	11	22	26	18	13	16	16	17	14	17	20	15	15

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

	March 8-9	March 11-12																			
Approve	28	30	75	3	50	62	5	25	34	26	30	27	25	39	33	26	32	35	29	26	22
Disapprove	55	54	12	89	34	23	89	57	55	52	49	49	60	53	51	58	55	47	55	58	59
Don't know	16	16	13	8	16	15	6	18	10	22	21	23	15	9	16	16	13	17	15	16	19

Fieldwork: 11th - 12th 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	1801	500	562	124	554	463	383	875	926	218	459	616	508	1027	774	231	585	385	443	157	
Unweighted Sample	1801	504	534	131	558	444	413	890	911	113	479	734	475	1199	602	309	593	341	402	156	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Feb 26-27
March 11-12

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	21	23	69	2	4	57	3	7	26	20	17	19	21	33	27	18	22	32	22	18	11
Labour	35	37	7	87	17	10	79	37	41	34	33	37	42	33	35	39	44	30	34	47	35
Liberal Democrat	7	7	4	2	54	4	2	21	9	6	7	8	6	9	8	6	7	7	7	7	10
Other	4	4	0	0	0	2	1	3	4	3	4	2	5	4	4	4	3	3	3	2	12
None	14	12	10	1	10	14	5	13	9	14	6	14	13	10	11	12	9	11	14	10	15
Don't know	18	17	10	8	14	13	9	20	11	23	33	20	15	11	15	20	15	17	21	16	17

Asylum and immigration

Conservative	32	35	78	16	32	65	15	28	40	30	27	32	35	40	40	28	37	40	34	31	28
Labour	16	16	1	45	3	3	40	13	16	16	16	18	17	14	15	18	20	11	14	22	18
Liberal Democrat	5	6	2	3	38	2	2	16	5	6	5	7	5	6	7	4	6	7	5	3	7
Other	8	10	3	6	1	7	9	6	13	6	14	7	10	10	8	11	10	7	11	10	13
None	20	18	10	17	12	15	20	19	16	19	7	17	20	19	16	20	14	19	16	19	17
Don't know	18	16	6	13	14	8	14	18	10	22	31	19	13	12	14	19	13	15	20	15	17

Law and order

Conservative	34	34	86	9	24	72	8	24	40	29	25	29	33	45	40	27	38	40	33	29	26
Labour	22	22	1	63	4	2	58	18	24	21	19	22	26	20	20	26	28	16	18	31	26
Liberal Democrat	5	5	1	3	47	3	2	14	5	6	8	7	4	6	7	4	5	7	5	3	7
Other	5	6	1	2	1	5	4	3	7	4	5	4	6	7	5	6	5	4	6	5	11
None	15	13	5	9	10	11	10	17	12	15	9	15	15	12	12	15	11	13	17	12	13
Don't know	19	19	6	14	14	7	17	23	12	25	36	23	16	11	16	23	14	19	21	20	17

Education and schools

Conservative	26	26	75	2	8	62	2	11	29	24	18	20	25	37	30	20	29	34	25	20	15
Labour	30	31	8	78	5	8	72	27	35	27	30	31	35	26	29	32	33	24	29	40	32
Liberal Democrat	8	9	3	4	66	3	4	25	10	8	8	10	7	10	10	7	10	10	6	7	10
Other	5	4	0	1	0	2	1	3	5	3	3	2	5	5	4	5	2	3	4	3	14
None	14	12	6	5	8	13	7	14	10	14	9	14	14	11	11	14	10	12	16	11	15
Don't know	17	18	7	10	13	11	13	20	12	24	32	23	14	12	15	22	15	18	22	19	14

Fieldwork: 11th - 12th 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	1801	500	562	124	554	463	383	875	926	218	459	616	508	1027	774	231	585	385	443	157
Unweighted Sample	1801	504	534	131	558	444	413	890	911	113	479	734	475	1199	602	309	593	341	402	156
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Taxation

Conservative	27	27	77	4	11	62	5	12	32	23	23	20	26	38	32	21	28	35	28	21	15
Labour	25	26	2	71	3	5	67	21	28	25	23	27	28	24	25	28	35	18	22	34	30
Liberal Democrat	10	9	4	5	63	4	4	25	10	8	7	10	9	10	10	8	8	12	7	7	12
Other	4	4	0	1	3	3	2	3	5	4	4	3	5	4	4	5	6	3	4	3	11
None	15	14	7	9	6	15	9	17	12	16	9	16	16	11	13	15	7	14	17	15	14
Don't know	18	19	9	11	13	12	13	23	13	25	34	24	16	13	16	23	16	18	23	20	18

Unemployment

Conservative	22	24	71	3	10	57	3	9	27	22	28	18	22	31	28	20	24	29	24	20	18
Labour	30	31	6	76	13	10	70	29	34	28	26	32	33	29	29	33	42	24	24	40	33
Liberal Democrat	5	5	2	1	48	2	0	16	5	4	1	6	4	6	6	3	3	6	4	4	8
Other	5	5	0	1	3	2	3	4	7	4	9	4	6	4	4	7	6	4	5	5	11
None	18	15	10	7	10	16	10	17	14	16	8	16	17	15	14	17	9	17	19	13	13
Don't know	20	19	11	12	16	13	14	24	13	25	29	23	18	14	19	20	15	20	23	18	17

The economy in general

Conservative	29	31	90	3	18	71	5	17	36	27	27	27	28	41	37	24	32	41	30	24	17
Labour	24	25	1	71	4	4	64	21	27	23	22	26	29	22	22	29	31	18	22	33	28
Liberal Democrat	5	5	1	2	46	1	2	16	5	5	5	6	4	6	7	3	3	4	5	6	10
Other	5	5	0	1	3	2	3	4	6	4	4	4	6	5	5	5	7	4	3	4	11
None	17	14	4	8	12	11	10	19	12	15	9	14	16	12	12	16	10	14	16	12	14
Don't know	20	20	5	15	17	11	17	23	14	26	33	24	18	14	18	23	17	19	23	21	19

Feb 26-27 **March 11-12**

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	29	27	52	13	37	45	12	26	28	27	27	20	26	36	29	25	25	31	28	24	26
Charismatic	21	23	44	11	28	40	8	22	25	22	28	22	22	24	24	22	29	24	26	20	15
Decisive	22	21	49	7	25	41	6	21	24	19	24	21	20	24	26	16	22	27	19	19	15
Strong	20	19	41	10	17	36	7	14	19	19	18	19	18	21	21	16	28	25	14	14	12
A natural leader	19	18	46	4	18	38	4	15	20	16	18	18	16	21	21	15	21	19	20	16	17
Honest	14	16	42	1	15	34	1	10	17	14	16	7	14	25	17	14	12	20	14	15	9
Good in a crisis	15	15	39	3	16	31	4	10	17	14	22	12	13	18	17	12	19	16	17	12	13
In touch with the concerns of ordinary people	8	9	25	1	7	19	2	5	9	9	13	8	8	9	10	8	8	11	9	9	4
None of these	39	39	8	64	26	15	67	39	42	37	33	36	44	39	37	43	35	33	38	47	51
Don't know	8	7	3	5	6	4	6	7	4	11	15	9	7	3	6	9	7	7	8	8	8

Fieldwork: 11th - 12th 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	1801	500	562	124	554	463	383	875	926	218	459	616	508	1027	774	231	585	385	443	157
Unweighted Sample	1801	504	534	131	558	444	413	890	911	113	479	734	475	1199	602	309	593	341	402	156
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	20	10	46	12	10	40	21	20	20	16	17	25	19	18	24	27	18	19	21	16
Honest	14	15	5	36	11	6	31	16	17	13	9	11	18	17	15	15	20	14	16	12	15
Sticks to what he believes in	14	14	7	32	12	7	31	12	15	14	17	8	16	16	14	14	15	12	14	15	20
Decisive	6	7	3	16	7	3	16	7	8	6	10	5	7	7	6	8	9	4	4	10	10
Strong	4	6	1	15	2	2	12	4	6	5	7	5	7	4	4	7	8	3	4	7	11
Charismatic	3	4	2	8	4	2	6	4	5	4	10	5	3	3	3	5	7	2	4	4	6
Good in a crisis	2	4	1	9	1	2	10	1	4	3	5	2	4	3	3	4	5	2	4	3	7
A natural leader	3	3	1	7	3	1	6	3	3	3	4	3	3	2	3	3	5	2	3	1	6
None of these	52	51	70	21	68	67	27	56	54	48	31	50	52	60	56	45	43	54	53	48	56
Don't know	17	16	11	12	10	12	14	13	11	21	31	17	14	12	13	20	12	17	15	18	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	15	27	5	50	22	5	21	15	15	9	14	13	20	19	10	14	18	16	11	14
In touch with the concerns of ordinary people	13	14	21	7	41	19	6	19	14	13	9	15	12	17	15	11	12	17	13	10	13
Charismatic	13	11	18	8	24	15	7	15	12	11	12	11	11	11	13	9	10	12	14	8	12
Sticks to what he believes in	12	9	17	3	36	14	4	14	10	9	4	6	10	14	11	8	11	11	9	7	9
Decisive	5	5	9	2	19	9	2	6	5	5	5	3	5	6	6	4	8	4	6	3	7
Strong	4	5	6	3	20	6	2	8	5	5	4	5	4	5	5	4	5	5	4	5	7
A natural leader	5	5	8	3	18	7	2	8	5	5	3	6	5	6	7	3	8	4	5	5	5
Good in a crisis	3	4	7	2	21	6	1	8	5	4	1	5	4	6	6	3	8	4	4	3	4
None of these	53	56	41	73	20	47	75	49	59	53	51	51	62	56	53	59	52	53	54	62	58
Don't know	14	12	9	7	4	9	8	8	7	16	23	14	11	7	10	14	15	11	12	12	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	42	112
Male 25 to 39	213	231
Male 40 to 59	375	304
Male 60 +	260	229
Female 18 to 24	71	106
Female 25 to 39	266	229
Female 40 to 59	359	312
Female 60 +	215	279
Region		
North England	402	443
Midlands	273	295
East England	163	173
London	309	231
South England	430	412
Wales	68	90
Scotland	156	157
Social Grade		
AB	654	504
C1	545	522
C2	225	378
DE	377	396
Newspaper Type		
Express / Mail	364	288
Sun / Star	175	423
Mirror / Record	99	180
Guardian / Independent	90	81
FT / Times / Telegraph	128	171
Other Paper	262	207
No Paper	683	450
Political Party Identification		
Labour	569	585
Conservative	516	513
Liberal Democrat	213	216
SNP/Plaid Cymru	36	31
Others	56	23
None/ DK	411	432

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

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