

YouGov / The Sun Survey Results

Sample Size: 841 GB Adults
Fieldwork: 7th April 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	
Weighted Sample	841			396	428	257	279	288	453	371	105	268	176	203	72	
Unweighted Sample	841	251	200	123	383	441	231	245	348	519	305	116	257	174	206	71
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Yesterday the party leaders formally launched their general election campaigns

Which do you think had the best election launch?

David Cameron	28	67	7	13	31	27	26	26	33	33	24	31	29	31	28	20
Gordon Brown	19	1	54	15	22	16	18	19	20	16	22	20	20	17	17	25
Nick Clegg	11	3	7	37	12	10	10	8	14	13	9	10	11	13	10	11
Don't know	41	29	32	34	36	47	46	47	32	38	46	39	39	39	46	45

Putting aside your own party preference, Which political party have you found the most impressive in the election campaign so far?

Liberal Democrats	22	19	22	37	24	20	19	22	25	24	19	26	19	25	22	24
Conservative	21	41	10	16	22	21	21	20	23	23	20	23	21	22	22	20
Labour	11	1	35	9	14	9	16	8	11	10	13	11	13	13	8	16
None of them	34	31	22	32	32	36	28	40	34	33	35	28	38	33	35	33
Don't know	11	9	11	7	7	14	16	10	6	9	12	14	10	8	13	8

And putting aside your own party preference, which party leader do you think is getting their message across most clearly?

David Cameron	30	60	14	19	32	29	30	30	32	34	26	33	29	37	30	19
Nick Clegg	17	11	17	37	19	15	14	16	21	18	16	15	18	20	13	20
Gordon Brown	15	1	42	12	16	13	14	13	17	14	15	8	15	16	14	19
None of them	27	23	18	22	26	27	27	31	23	24	30	33	27	22	29	23
Don't know	11	6	9	11	7	14	14	12	7	9	13	11	11	5	13	20