

YouGov / The Sun Survey Results

Sample Size: 1483 GB Adults
Fieldwork: 24th - 25th March 2010

	Voting intention			Gender		Age			Social Grade		Region				
Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample 1483	450	407	217	711	772	447	517	519	815	668	190	483	317	365	129
Unweighted Sample 1483	452	379	225	690	793	396	490	597	809	674	168	491	300	332	192
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	37	100	0	0	36	37	33	39	37	41	32	35	45	39	31	18
Lab	33	0	100	0	34	33	32	36	32	30	37	36	23	32	46	34
Lib Dem	18	0	0	100	18	18	24	14	17	19	16	17	21	17	13	22
Other	12	0	0	0	12	12	11	11	14	10	15	11	10	13	9	26

Other Parties Voting Intention

SNP / PCY	3	0	0	0	3	2	2	2	4	3	3	1	0	3	1	19
UKIP	3	0	0	0	3	4	1	3	6	3	4	3	4	4	2	2
BNP	3	0	0	0	3	3	4	3	2	2	5	3	3	4	3	0
Green	1	0	0	0	2	1	2	2	1	1	2	3	1	1	1	3
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	1	1	1	1	2	1	1	0	1	1	1	2

Non Voters

Would Not Vote	7	0	0	0	6	8	10	6	5	5	9	10	7	6	7	4
Don't know	11	0	0	0	8	13	12	11	10	9	12	13	8	14	10	11

22-23 Apr 2009	22-23 Mar 2010	24-25 Mar 2010
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Which party do you think is more likely to run Britain's economy well - the Conservatives or the Labour Party?

Conservative	39	33	34	89	2	16	36	32	31	33	36	38	28	28	43	32	30	21
Labour	24	28	30	0	88	21	33	27	29	31	29	29	31	35	22	27	36	40
Neither	27	27	27	6	7	53	25	28	26	26	28	24	29	24	26	32	23	28
Don't know	10	11	10	4	3	10	6	14	14	10	6	9	11	13	9	8	10	11

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Weighted Sample	1483	450	407	217	711	772	447	517	519	815	668	190	483	317	365	129
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How do you think the financial situation of your household will change over the next 12 months?

Get a lot better	1	3	2	3	3	3	3	2	5	2	0	3	2	5	2	3	2	2
Get a little better	12	20	19	14	30	21	21	16	24	20	13	20	17	21	19	18	15	25
TOTAL BETTER	13	23	21	17	33	24	24	18	29	22	13	23	19	26	21	21	17	27
Stay the same	31	39	35	33	43	33	32	37	34	32	38	34	36	38	34	32	38	35
Get a little worse	34	25	30	35	17	35	30	30	26	30	34	31	28	20	32	30	32	30
Get a lot worse	19	8	10	11	4	7	11	9	5	11	13	10	11	12	10	12	8	6
TOTAL WORSE	53	33	40	46	21	42	41	39	31	41	47	41	39	32	42	42	40	36
Don't know	3	4	4	3	4	2	2	6	6	5	2	2	6	5	3	5	5	3

Looking further ahead, how do you think the financial situation of your household will change during the two or three years following the next 12 months?

Get a lot better	5	6	6	6	8	6	7	5	11	6	3	6	7	11	7	4	5	6
Get a little better	30	31	30	33	41	27	33	27	36	35	20	31	29	33	29	27	32	31
TOTAL BETTER	35	37	36	39	49	33	40	32	47	41	23	37	36	44	36	31	37	37
Stay the same	23	26	25	23	29	23	22	27	23	22	29	25	24	24	23	27	24	30
Get a little worse	24	21	21	24	11	25	22	21	14	19	30	22	20	13	24	21	23	19
Get a lot worse	12	7	9	8	3	11	10	9	7	9	12	9	10	10	10	11	7	7
TOTAL WORSE	36	28	30	32	14	36	32	30	21	28	42	31	30	23	34	32	30	26
Don't know	7	9	8	6	8	7	5	12	9	10	7	7	10	9	7	10	9	7

Overall, do you think the Government's measures for tackling Britain's recession...?

Have started to work	6	18	19	5	44	19	24	14	17	21	18	20	17	22	17	16	20	23
Will start to work in the near future	13	10	11	3	23	9	13	9	15	8	9	9	12	13	8	11	13	11
Will start to work but not for some time	27	20	22	20	21	25	20	23	23	23	20	22	22	22	20	24	20	27
Will make little or no difference to the economy	23	24	23	35	5	23	20	25	18	23	27	23	23	19	26	23	24	17
Will end up making things worse	25	18	17	31	1	13	19	16	14	17	20	17	17	16	21	18	13	13
Don't know	6	10	9	5	6	12	4	13	14	8	6	9	9	9	8	9	10	9

Weighted Sample
Unweighted Sample

Total	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
1483	450	407	217	711	772	447	517	519	815	668	190	483	317	365	129
1483	452	379	225	690	793	396	490	597	809	674	168	491	300	332	192
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think Alistair Darling is doing a good job or a bad job as Chancellor of the Exchequer?

He is doing a good job	20	23	27	5	70	27	34	21	27	27	29	29	25	35	22	24	30	37
He is doing a bad job	53	40	41	71	5	37	43	38	35	41	45	41	40	31	48	42	37	33
Don't know	27	37	32	24	25	37	23	41	38	32	26	30	35	34	30	34	33	30

This week Mr Darling presented his third annual budget. Overall do you think this week's Budget is a fair one or not?

Yes, it is fair	32	32	32	14	65	35	37	27	32	29	34	34	28	32	28	31	32	43
No, it isn't	46	46	41	64	12	35	44	38	39	42	42	38	44	40	44	41	39	36
Don't know	22	22	27	22	23	30	20	34	29	29	25	28	27	28	27	28	29	21

Which of these would make the best Chancellor of the Exchequer?

Alistair Darling	15	17	20	2	61	4	22	17	17	21	20	20	20	18	14	20	24	30
George Osborne	15	13	14	39	2	4	15	13	15	12	15	16	11	17	19	10	11	7
Vincent Cable	22	23	24	22	14	53	30	18	19	20	32	27	19	26	28	23	17	27
Don't know	48	47	43	38	23	39	33	52	50	47	33	37	50	38	40	47	48	36

3-4 Dec
2009

Which of the following best fits your view?

The deficit should mainly be reduced by putting up taxes, not reducing public spending	30	25	29	14	49	30	30	28	24	28	33	32	25	30	24	28	36	28
The deficit should mainly be reduced by reducing public spending, not raising taxes	52	54	55	78	35	57	59	51	56	56	52	55	54	49	60	56	51	50
Don't know	18	21	16	8	16	14	11	21	19	16	14	13	21	21	16	16	13	22

16 Feb
2010

Most observers agree that the government will have to make sharp cuts in public spending to cut the country's deficit. There are different views on how soon the government should cut spending. Which of the following best reflects your view?

The government should cut spending sooner rather than later: the longer they delay the worse it will get	44	45	44	67	23	39	48	41	42	45	44	45	43	43	48	45	42	35
The government should not cut spending too soon: it would risk putting the country back into recession	38	36	38	23	66	42	42	35	36	41	38	42	34	39	35	39	40	45
Neither	5	6	7	4	4	9	5	8	7	6	8	5	9	7	8	4	8	8
Don't know	13	12	11	6	7	10	5	16	15	8	10	8	14	11	10	12	9	12

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	Weighted no.
Age and Gender		
Male 18 to 24	53	89
Male 25 to 39	172	193
Male 40 to 54	174	193
Male 55 +	291	237
Female 18 to 24	69	89
Female 25 to 39	220	193
Female 40 to 54	198	208
Female 55 +	306	282
Region		
North England	332	365
Midlands	236	243
East England	142	143
London	168	190
South England	349	339
Wales	64	74
Scotland	192	129
Social Grade		
ABC1	809	815
C2DE	674	668
Newspaper Type		
Express / Mail	280	237
Sun / Star	251	326
Mirror / Record	168	237
Guardian / Independent	132	59
FT / Times / Telegraph	170	141
Other Paper	194	185
No Paper	287	296
Political Party Identification		
Labour Loyal	355	385
Labour Disloyal	84	89
Conservative	387	385
Liberal Democrat	160	178
Others	72	44
None	377	364
Don't know	48	37

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