

YouGov / The Sun Survey Results

Sample Size: 1835 GB Adults
Fieldwork: 21st - 22nd 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	1835	483	602	121	581	456	405	892	943	222	468	628	517	1046	789	235	596	393	451	160
Unweighted Sample	1835	488	559	115	589	434	407	868	967	88	463	739	545	1197	638	235	643	358	446	153
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	82	4	9	32	36	19	37	31	40	36	30	34	41	38	28	18
Lab	42	0	100	0	6	91	44	44	40	55	41	43	37	39	47	41	35	42	56	33
Lib Dem	9	0	0	100	1	1	31	8	9	14	8	9	6	10	6	12	11	9	6	2
Other	15	0	0	0	11	4	16	16	14	12	14	17	16	14	17	13	13	12	11	47

Other Parties Voting Intention

UKIP	6	0	0	0	9	1	3	6	6	3	3	5	11	5	7	7	8	5	5	2
SNP / PCY	4	0	0	0	1	2	3	5	3	1	6	5	3	4	4	2	0	1	1	41
Green	2	0	0	0	0	0	6	2	3	3	3	3	1	3	1	3	3	2	2	2
BNP	1	0	0	0	0	0	0	1	1	1	1	2	1	1	2	0	2	2	0	1
Respect	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	1	0	0
Other	1	0	0	0	1	0	2	1	1	2	0	2	1	1	2	1	0	1	3	0

Non Voters

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

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

	March 20-21	March 21-22																			
Approve	30	27	75	3	43	55	6	18	31	24	15	30	28	28	31	22	31	29	28	23	22
Disapprove	55	58	10	92	40	26	86	69	59	57	66	51	59	60	53	64	55	56	53	63	66
Don't know	15	15	15	5	17	18	8	13	11	19	19	19	13	12	16	14	13	15	19	14	12

Fieldwork: 21st - 22nd 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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Unweighted Sample	1835	488	559	115	589	434	407	868	967	88	463	739	545	1197	638	235	643	358	446	153
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

March 7-8
March 21-22

Here are some statements that different people make about different political parties. In each case, which party do you think it applies to most - the Conservatives, Labour or the Liberal Democrats?

It seems rather old and tired

Applies most to the Conservatives	28	31	3	57	27	7	54	40	30	31	40	34	32	21	28	34	29	26	30	34	42
Applies most to Labour	33	33	64	7	51	61	11	28	36	30	21	29	31	44	35	30	32	39	35	26	28
Applies most to the Liberal Democrats	12	10	11	14	2	9	11	8	12	8	9	6	11	12	11	9	10	11	8	10	9
Applies to none of them	11	11	11	12	14	10	13	12	10	12	8	10	10	13	12	9	12	10	9	12	9
Don't know	16	16	11	11	6	14	11	12	12	20	21	21	15	10	14	18	17	14	17	18	13

Even if I don't always agree with it, at least its heart is in the right place

Applies most to the Conservatives	23	22	62	2	11	53	4	7	22	22	10	19	21	30	23	20	21	24	22	21	12
Applies most to Labour	31	31	5	73	15	5	64	37	32	30	42	27	31	30	29	34	33	27	31	37	29
Applies most to the Liberal Democrats	16	14	14	8	59	13	8	27	15	14	11	18	15	12	18	10	14	16	16	11	15
Applies to none of them	18	21	11	11	9	20	17	20	21	21	18	21	21	21	20	21	19	21	21	18	30
Don't know	12	12	7	6	5	9	7	9	10	13	19	16	11	7	10	15	12	11	11	13	14

It seems to have succeeded in moving on and left its past behind it

Applies most to the Conservatives	21	19	52	3	17	40	6	11	21	18	12	20	19	22	21	17	24	21	18	16	17
Applies most to Labour	18	18	4	39	15	4	33	23	20	16	17	16	20	17	16	20	14	18	15	22	15
Applies most to the Liberal Democrats	7	8	7	5	27	7	4	14	8	7	10	8	7	7	9	6	11	7	9	7	3
Applies to none of them	38	38	25	40	31	34	43	41	36	40	29	37	38	43	39	37	33	37	39	39	47
Don't know	15	17	12	12	10	15	13	12	14	20	32	19	15	11	14	20	19	16	19	16	17

It seems to appeal to one section of society rather than to the whole country

Applies most to the Conservatives	49	51	18	79	55	25	76	67	52	49	49	51	50	52	51	50	51	47	48	55	58
Applies most to Labour	20	20	44	5	16	39	7	9	21	18	15	13	22	24	21	18	17	24	22	14	19
Applies most to the Liberal Democrats	10	8	13	6	13	12	6	7	10	7	6	8	8	9	8	8	8	8	8	9	8
Applies to none of them	8	8	11	4	9	10	4	8	7	8	8	8	9	6	8	8	7	8	9	8	4
Don't know	14	14	13	6	7	14	7	10	10	17	22	20	11	8	12	16	17	14	12	15	11

Fieldwork: 21st - 22nd 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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Nov 29-30 2011	March 21-22 2012																			
Do you think George Osborne is doing a good job or a bad job as Chancellor of the Exchequer?																						
	He is doing a good job	24	28	72	3	42	55	7	17	30	25	19	27	28	32	31	24	33	30	28	22	23
	He is doing a bad job	49	50	10	85	32	22	78	62	54	46	49	43	53	53	46	56	45	47	49	55	55
	Don't know	27	22	19	12	26	23	15	21	15	29	31	30	19	15	24	21	23	22	23	22	22

		Nov 29-30 2011	March 21-22 2012																			
Which of these would make the better Chancellor of the Exchequer?																						
	George Osborne	30	31	79	3	42	65	8	18	34	28	20	28	30	41	35	26	37	35	31	25	27
	Ed Balls	24	25	3	59	10	5	55	30	29	21	26	21	27	26	21	30	24	25	25	28	19
	Don't know	46	44	18	38	48	30	37	51	36	51	55	51	43	33	43	44	39	40	44	47	54

		March 23-24 2011	March 21-22 2012																			
Who would you most trust to make the right decisions about dealing with the government's deficit?																						
	The Conservative/Liberal Democrat coalition	38	34	88	2	60	72	7	24	38	31	20	34	35	41	39	28	38	40	35	30	22
	The Labour party	24	24	1	64	9	1	55	27	26	22	34	22	24	21	21	26	23	21	24	26	28
	Neither	28	32	9	28	30	21	29	42	30	34	27	32	34	32	30	36	31	31	32	32	40
	Don't know	10	10	3	6	1	6	9	7	7	13	19	13	7	6	10	10	8	9	10	12	10

		March 23-24 2011	March 21-22 2012																			
Who would you most trust to make the right decisions about improving the state of the economy?																						
	The Conservative/Liberal Democrat coalition		34	87	3	58	71	6	24	36	32	21	33	34	41	39	28	37	40	33	29	23
	The Labour party		26	0	70	7	1	61	29	29	23	31	25	26	24	23	30	26	23	25	31	24
	Neither		30	9	21	34	21	24	39	28	33	29	30	33	29	28	33	28	29	31	29	46
	Don't know		10	4	7	1	7	9	8	7	12	19	13	7	7	10	10	9	8	10	12	8

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

Do you think the overall impact of the measures the government has taken since it came to power in 2010 has been to make Britain's economy stronger, weaker or about the same?

Overall impact has been to make the economy stronger	24	60	4	33	50	6	15	25	22	13	22	23	30	27	20	26	29	22	21	14
Overall impact has been to make the economy weaker	37	4	65	17	11	64	42	40	34	44	33	42	33	32	44	33	34	36	42	44
About the same	31	31	26	48	33	24	37	29	32	28	33	28	34	33	28	29	32	34	27	35
Don't know	8	6	5	2	7	7	5	5	11	14	11	7	4	8	8	11	6	8	10	8

Regardless of which party you would vote for, which of the main party leaders do you think is most in touch with the concerns of people like you?

David Cameron	21	62	2	9	49	6	5	21	20	12	19	21	25	22	18	20	24	22	17	14
Ed Miliband	21	2	50	7	3	45	25	22	19	19	21	21	22	19	23	23	18	22	24	16
Nick Clegg	11	11	5	56	7	3	28	11	11	15	16	9	7	12	9	12	14	9	8	9
None of these	38	20	38	21	34	40	35	39	38	37	31	41	42	37	40	36	35	38	40	51
Don't know	9	5	5	6	6	6	7	7	12	17	14	8	4	9	10	9	8	9	11	10

Do you support or oppose the following policies announced by the Chancellor?

Cutting the top rate of income tax for people earning over £150,000 from 50p to 45p

Support	32	60	14	33	55	17	21	32	32	22	29	31	39	34	28	35	36	33	25	26
Oppose	55	27	77	55	33	73	68	57	53	54	54	58	53	51	60	50	53	54	59	61
Don't know	13	13	9	11	13	10	10	11	15	24	17	11	8	14	12	15	11	13	16	13

Increasing stamp duty on homes costing more than £2 million

Support	84	88	86	94	87	87	89	87	82	74	81	85	91	86	83	80	86	83	85	85
Oppose	7	7	5	4	8	4	5	7	7	11	8	8	5	6	8	9	8	9	4	8
Don't know	8	4	8	2	6	9	6	6	11	15	11	7	4	8	9	11	6	8	11	6

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Increasing taxes paid by middle-income pensioners by phasing out extra age-related tax allowance																					
Support	18	26	14	19	21	16	17	23	13	17	24	18	12	18	18	15	19	18	17	16	
Oppose	64	57	72	62	62	70	67	62	66	52	52	65	79	64	65	62	65	63	64	70	
Don't know	18	17	14	20	17	14	16	15	21	31	25	16	9	19	18	23	16	20	19	14	
Temporarily stopping the Sunday Trading laws so shops can open for longer on Sundays during the Olympic and Paralympic games																					
Support	59	68	58	67	64	60	59	62	57	70	66	56	53	64	53	65	61	57	55	61	
Oppose	29	25	31	26	27	28	31	28	30	16	21	33	37	25	34	24	29	29	33	24	
Don't know	12	7	11	7	9	12	10	10	13	14	13	11	11	11	13	12	10	14	12	16	
Increasing the personal tax allowance (the amount people can earn before paying tax) to £9,205																					
Support	90	97	92	94	95	92	92	92	89	77	87	93	96	90	90	83	93	92	90	90	
Oppose	3	1	3	5	1	4	4	4	3	6	3	3	2	3	3	6	3	2	2	5	
Don't know	6	2	6	1	4	4	4	5	8	17	10	4	2	6	7	12	5	5	7	5	
Reducing the level of corporation tax paid by businesses by an extra 1%																					
Support	58	79	48	65	77	49	53	63	55	44	51	59	71	60	57	56	60	62	56	54	
Oppose	22	8	33	26	10	31	30	25	19	27	23	24	17	22	23	21	23	21	20	29	
Don't know	19	13	19	9	13	20	17	12	26	30	26	17	11	18	21	23	16	17	24	17	
Revising plans for child benefit, so that parents can earn up to £60,000 a year (rather than around £43,000) before it is withdrawn completely																					
Support	52	66	45	65	62	45	54	51	53	49	51	51	57	54	50	53	54	55	48	52	
Oppose	34	27	39	29	28	40	36	37	30	30	31	37	33	32	36	30	34	31	36	37	
Don't know	14	7	15	6	10	15	10	12	16	21	18	12	10	14	15	18	12	14	16	11	
Increasing duty on tobacco by 5% more than inflation																					
Support	67	79	63	79	74	61	74	68	66	57	67	66	72	72	60	60	69	69	64	72	
Oppose	24	16	27	19	21	29	20	25	23	22	21	28	23	20	30	28	22	24	26	20	
Don't know	9	4	10	2	5	10	6	7	11	21	12	6	5	8	10	13	9	7	10	8	

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

March 23-24 2011
March 21-22 2012

Overall, do you think this week's budget is a fair one or not?

Yes, it is fair	44	32	71	10	51	55	13	29	32	31	27	38	29	31	36	26	31	36	31	28	28
No, it isn't	31	48	11	79	28	26	72	54	53	43	44	37	52	55	43	54	46	44	48	51	57
Don't know	25	20	18	12	21	19	15	17	15	25	29	25	20	14	21	20	23	20	21	21	14

Taking everything into account, do you think the measures in the budget will result in the following groups paying more or less tax?

Poorer people in Britain

Will pay less tax as a result of the budget	46	71	34	52	61	39	48	44	48	33	46	44	53	51	40	48	48	46	45	38
Will pay more tax as a result of the budget	22	5	34	11	11	31	22	24	19	27	17	23	21	17	28	19	21	19	24	30
Will pay about the same amount of tax	20	17	24	26	19	20	22	22	18	23	20	21	18	21	20	19	21	21	17	24
Don't know	12	7	9	11	9	11	8	9	15	16	17	11	8	12	13	14	11	13	14	8

People earning an average amount

Will pay less tax as a result of the budget	23	39	16	24	32	17	23	22	23	7	24	22	29	24	21	20	24	25	20	24
Will pay more tax as a result of the budget	40	22	52	33	30	51	42	43	36	43	36	42	39	39	41	40	40	36	39	51
Will pay about the same amount of tax	25	30	22	32	29	20	27	26	24	33	24	23	24	25	25	27	25	26	26	16
Don't know	13	8	9	11	10	11	8	9	16	17	15	12	9	12	14	14	12	14	15	9

Higher rate taxpayers

Will pay less tax as a result of the budget	55	41	69	56	43	65	64	60	49	61	49	57	54	52	58	45	53	56	57	63
Will pay more tax as a result of the budget	21	32	16	18	30	17	17	20	22	15	21	19	27	22	20	23	24	22	18	16
Will pay about the same amount of tax	11	17	7	14	16	8	10	11	12	7	14	12	10	13	9	16	12	10	11	8
Don't know	13	10	8	12	10	11	8	9	17	16	17	11	10	13	13	16	11	12	15	13

The richest people in Britain

Will pay less tax as a result of the budget	56	34	76	55	39	71	66	63	49	60	48	59	57	53	59	51	53	56	58	62
Will pay more tax as a result of the budget	21	40	10	22	36	13	14	19	23	16	22	19	23	21	20	22	23	23	16	17
Will pay about the same amount of tax	11	15	7	11	14	8	10	10	12	8	13	11	11	13	9	13	12	8	12	8
Don't know	13	11	7	12	11	8	9	9	16	16	17	11	9	12	13	13	11	12	14	13

People like yourself

Will pay less tax as a result of the budget	21	34	13	29	28	15	22	21	20	13	25	23	16	22	19	17	23	19	19	23
Will pay more tax as a result of the budget	37	22	49	24	29	44	38	41	33	39	34	36	40	37	37	39	36	37	37	44
Will pay about the same amount of tax	29	36	27	37	33	28	31	28	30	26	27	28	34	29	29	30	30	30	28	26
Don't know	13	8	11	10	10	12	9	10	16	22	14	12	9	11	15	14	11	14	16	8

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Weighted Sample	775			254	192	158	377	398	94	198	265	219	442	333	99	252	166	191	67	
Unweighted Sample	775	201	257	49	250	201	164	363	412	49	167	312	247	506	269	63	308	146	200	58
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In the budget George Osborne left fuel duty on petrol and diesel unchanged. Do you think this was the right or wrong decision?

Right to leave the level of fuel duty unchanged	19	29	17	30	24	16	19	19	20	21	21	19	17	23	15	24	20	19	17	17
Wrong, he should have reduced the level of fuel duty	71	67	75	59	71	76	73	73	70	62	63	75	78	66	78	49	73	78	74	74
Wrong, he should have increased the level of fuel duty	2	0	3	5	0	2	3	2	3	2	2	2	2	3	2	6	2	0	2	4
Don't know	7	4	6	5	5	5	5	7	7	16	14	3	2	9	5	21	5	3	8	5

The budget also changed the proposals to remove child benefit from higher earners. Instead of removing child benefit from households where someone earns over £42,000, households with someone earning up to £60,000 will be able to keep some of their child benefit. Do you think this was the right or wrong decision?

Right decision	48	59	41	63	54	41	50	49	48	52	44	49	50	49	47	42	51	49	42	64
Wrong decision	40	35	49	29	38	50	42	40	40	30	35	45	44	39	42	36	41	45	42	27
Don't know	11	6	10	8	8	9	9	11	12	19	21	6	6	11	12	21	8	6	16	9

Currently most people over the age of 65 can earn an extra £2500 before having to pay tax on their income. In the budget George Osborne announced he would phase this out, meaning that over 65s will eventually pay the same income tax as people under 65, increasing the amount of tax paid by many pensioners. Do you think this was the right or wrong decision?

Right decision	19	35	11	27	27	13	18	21	18	16	22	22	15	21	16	15	22	19	15	24
Wrong decision	68	55	77	62	61	77	76	69	67	61	54	70	81	66	71	60	70	70	65	74
Don't know	13	11	12	10	12	9	7	11	15	23	24	8	5	13	13	24	8	11	19	2

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	36	114
Male 25 to 39	201	235
Male 40 to 59	332	310
Male 60 +	299	233
Female 18 to 24	52	108
Female 25 to 39	262	233
Female 40 to 59	407	317
Female 60 +	246	284
Region		
North England	446	451
Midlands	263	301
East England	174	176
London	235	235
South England	469	420
Wales	95	92
Scotland	153	160
Social Grade		
AB	636	514
C1	561	532
C2	266	385
DE	372	404
Newspaper Type		
Express / Mail	385	294
Sun / Star	227	431
Mirror / Record	134	184
Guardian / Independent	125	83
FT / Times / Telegraph	121	174
Other Paper	215	211
No Paper	628	459
Political Party Identification		
Labour	562	596
Conservative	535	523
Liberal Democrat	193	220
SNP/Plaid Cymru	43	31
Others	98	24
None/ DK	404	440

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