

# YouGov / The Sun Survey Results

Sample Size: 1730 GB Adults  
Fieldwork: 7th - 8th 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	
<b>Weighted Sample</b>	<b>1730</b>	491	567	111	569	425	394	841	889	209	441	592	488	986	744	221	562	370	426	151	
Unweighted Sample	1730	494	527	107	568	412	394	833	897	123	400	714	493	1133	597	195	563	351	426	195	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	37	100	0	0	85	2	14	38	35	31	37	33	44	39	33	40	47	35	30	21
Lab	42	0	100	0	7	92	43	40	45	47	43	47	34	38	48	45	33	46	53	36
Lib Dem	8	0	0	100	1	2	30	7	9	10	8	8	9	10	6	8	10	9	8	4
Other	12	0	0	0	7	4	13	15	10	12	13	12	13	13	12	8	11	10	8	39
<b>Other Parties Voting Intention</b>																				
SNP / PCY	4	0	0	0	0	2	4	5	3	6	4	3	4	4	4	1	0	2	0	37
UKIP	4	0	0	0	4	0	2	4	4	0	2	4	7	4	4	3	6	4	4	1
Green	3	0	0	0	1	1	5	3	2	4	4	2	1	3	2	1	3	2	3	0
BNP	1	0	0	0	0	0	1	1	0	0	0	1	0	0	1	0	0	2	1	0
Other	1	0	0	0	0	0	1	1	0	0	1	1	1	1	1	0	1	1	1	0
Respect	0	0	0	0	0	1	0	1	0	2	0	0	0	0	0	3	0	0	0	0
<b>Non Voters</b>																				
Would Not Vote	8	0	0	0	3	3	5	7	9	8	12	8	4	7	10	7	8	10	10	2
Don't know	15	0	0	0	13	9	19	10	19	16	18	13	13	15	15	22	15	14	12	13

March 6-7  
March 7-8

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

Approve	30	28	75	4	37	57	6	20	32	24	20	28	27	32	32	23	32	34	27	22	17
Disapprove	57	55	11	90	37	27	84	64	56	55	50	52	60	55	52	59	58	48	54	60	66
Don't know	12	17	14	7	26	16	10	16	12	21	30	21	13	13	16	18	10	18	19	17	17

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	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
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<b>Unweighted Sample</b>	<b>1730</b>	494	527	107	568	412	394	833	897	123	400	714	493	1133	597	195	563	351	426	195
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Feb 22-23  
March 7-8

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	26	<b>28</b>	2	52	31	6	50	38	31	26	35	29	31	20	29	27	28	23	26	33	38
Applies most to Labour	37	<b>33</b>	63	8	51	56	10	31	37	29	26	31	31	40	35	30	35	34	32	33	29
Applies most to the Liberal Democrats	10	<b>12</b>	16	15	1	16	14	7	12	12	9	7	12	18	11	13	10	13	15	10	10
Applies to none of them	11	<b>11</b>	11	13	12	13	11	12	10	12	7	11	12	11	11	11	10	15	9	8	13
Don't know	15	<b>16</b>	8	12	5	9	15	12	10	21	23	23	13	10	14	19	17	16	18	16	10

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

Applies most to the Conservatives	22	<b>23</b>	65	3	10	53	4	11	25	22	17	21	20	31	23	23	24	28	23	20	16
Applies most to Labour	30	<b>31</b>	4	73	16	7	70	31	31	31	27	25	38	29	28	34	31	25	32	36	35
Applies most to the Liberal Democrats	17	<b>16</b>	14	8	62	13	8	31	16	15	13	16	16	17	18	12	17	16	14	14	20
Applies to none of them	18	<b>18</b>	11	11	11	19	10	18	18	18	23	19	18	16	19	17	14	19	19	18	21
Don't know	12	<b>12</b>	6	5	1	8	8	8	10	14	20	20	9	6	11	14	14	13	12	12	7

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

Applies most to the Conservatives	23	<b>21</b>	56	3	17	45	4	15	24	19	14	23	19	26	23	20	27	26	20	17	13
Applies most to Labour	17	<b>18</b>	3	44	11	6	38	20	20	17	24	12	21	19	15	23	17	17	21	20	16
Applies most to the Liberal Democrats	6	<b>7</b>	8	5	30	5	6	12	6	8	6	5	8	7	7	7	5	5	9	10	6
Applies to none of them	37	<b>38</b>	24	39	38	32	39	45	38	37	30	37	40	38	41	33	38	36	33	38	54
Don't know	16	<b>15</b>	10	9	5	12	13	9	12	19	26	23	11	9	14	18	14	17	17	14	11

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

Applies most to the Conservatives	46	<b>49</b>	17	79	53	23	75	65	52	46	41	42	57	48	48	50	42	42	51	55	62
Applies most to Labour	21	<b>20</b>	45	3	19	40	2	16	22	18	18	20	17	24	22	17	24	24	17	16	15
Applies most to the Liberal Democrats	10	<b>10</b>	17	8	10	14	9	5	10	10	9	7	10	12	10	10	8	11	11	8	10
Applies to none of them	8	<b>8</b>	8	4	10	10	6	6	7	9	9	9	6	7	8	8	12	8	7	7	6
Don't know	15	<b>14</b>	12	6	8	12	8	8	10	18	23	22	10	9	13	16	14	16	15	14	8

## 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.
<b>Age and Gender</b>		
Male 18 to 24	53	107
Male 25 to 39	170	221
Male 40 to 59	364	292
Male 60 +	246	220
Female 18 to 24	70	102
Female 25 to 39	230	220
Female 40 to 59	350	299
Female 60 +	247	268
<b>Region</b>		
North England	426	426
Midlands	273	284
East England	165	166
London	195	221
South England	398	396
Wales	78	87
Scotland	195	151
<b>Social Grade</b>		
AB	616	484
C1	517	502
C2	282	363
DE	315	381
<b>Newspaper Type</b>		
Express / Mail	350	277
Sun / Star	237	407
Mirror / Record	130	173
Guardian / Independent	96	78
FT / Times / Telegraph	142	164
Other Paper	231	199
No Paper	544	433
<b>Political Party Identification</b>		
Labour	529	562
Conservative	502	493
Liberal Democrat	189	208
SNP/Plaid Cymru	51	29
Others	89	22
None/ DK	370	415

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