

YouGov / The Sun Survey Results

Sample Size: 2195 GB Adults
Fieldwork: 9th - 10th March 2011

	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	2195	576	757	156	690	561	528	1071	1123	262	566	749	618	1253	941	278	706	463	534	189
Unweighted Sample	2195	565	678	162	682	513	535	1071	1124	135	516	835	709	1411	784	292	735	450	495	199
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	84	1	12	32	36	24	33	32	40	38	28	31	43	33	30	19
Lab	45	0	100	0	4	96	42	46	43	49	47	47	38	40	50	42	35	49	57	42
Lib Dem	9	0	0	100	2	1	34	10	9	10	12	8	8	11	6	10	12	8	5	12
Other	12	0	0	0	10	1	11	13	12	16	8	13	14	10	15	17	10	11	8	26

Other Parties Voting Intention

SNP / PCY	2	0	0	0	0	1	1	2	2	1	1	2	2	2	2	0	0	2	0	17
Green	2	0	0	0	0	0	5	1	2	4	2	2	1	1	2	3	1	1	1	4
UKIP	6	0	0	0	7	0	4	6	6	7	2	6	8	4	9	11	5	5	6	4
BNP	2	0	0	0	2	0	0	1	2	3	1	2	1	1	2	1	2	2	1	1
Respect	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	1	1	1	0	2	1	1	1	1	0	1	1	1	0

Non Voters

Would Not Vote	7	0	0	0	4	3	4	6	8	12	9	7	3	5	10	6	6	8	8	7
Don't know	15	0	0	0	13	5	23	12	19	24	18	15	10	15	16	14	17	17	12	17

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

		8-9 Mar		9-10 Mar																	
Approve	30	27	77	4	42	57	5	21	29	26	18	26	24	36	32	21	28	33	24	24	23
Disapprove	56	57	10	91	36	28	89	60	60	55	59	55	62	53	53	63	59	47	60	65	64
Don't know	14	16	13	5	23	16	6	19	11	20	23	19	14	11	15	16	13	20	16	10	13

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

23-24
Feb

9-10 Mar

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 Labour	39	35	74	7	58	62	9	34	37	34	21	29	36	47	39	31	36	39	33	34	30
Applies most to the Conservatives	27	24	3	47	25	6	43	32	28	21	29	30	25	16	23	27	24	21	23	26	37
Applies most to the Liberal Democrats	8	10	7	18	2	9	17	6	11	9	10	6	10	13	8	12	7	9	13	12	5
Applies to none of them	12	15	10	18	9	12	17	15	13	16	9	17	14	15	17	12	18	13	14	15	15
Don't know	14	16	7	11	6	11	13	13	11	21	30	17	15	9	13	19	15	18	17	14	13

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

Applies most to Labour	32	34	5	79	14	7	78	32	34	34	36	33	35	33	32	36	37	28	36	39	37
Applies most to the Conservatives	24	22	64	2	11	53	2	9	21	23	10	17	22	31	23	20	20	27	18	21	14
Applies most to the Liberal Democrats	17	15	14	5	65	11	5	32	17	12	17	16	13	14	18	11	17	14	18	11	17
Applies to none of them	16	19	12	10	6	20	9	20	20	18	19	18	21	17	17	21	17	19	17	21	21
Don't know	10	10	5	5	3	8	6	8	8	13	19	15	9	4	9	12	9	12	11	8	11

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

Applies most to the Conservatives	25	23	60	4	24	46	6	16	25	21	20	22	20	29	26	19	21	26	24	22	17
Applies most to Labour	19	20	4	47	7	6	43	18	23	16	21	19	20	19	18	22	19	16	20	25	19
Applies most to the Liberal Democrats	11	7	8	3	29	7	4	12	7	8	5	6	8	8	7	7	7	8	7	5	8
Applies to none of them	30	35	20	35	32	28	34	39	34	36	23	35	38	36	35	34	37	33	32	36	39
Don't know	15	15	8	11	9	13	13	14	11	20	31	19	14	8	14	18	16	16	17	12	17

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

Applies most to the Conservatives	47	52	20	83	49	26	80	64	55	50	53	52	56	48	52	53	55	47	53	56	58
Applies most to Labour	20	19	46	3	32	38	3	14	18	20	13	18	17	25	22	16	19	23	16	19	12
Applies most to the Liberal Democrats	10	8	15	6	5	13	6	5	9	7	4	6	7	12	8	7	5	9	9	6	8
Applies to none of them	9	8	10	4	5	10	4	7	7	8	5	6	9	9	7	9	11	7	7	8	7
Don't know	14	13	8	5	9	14	6	10	11	15	25	17	12	7	12	15	10	15	14	11	14

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	75	148
Male 25 to 39	270	304
Male 40 to 59	388	399
Male 60 +	408	297
Female 18 to 24	103	141
Female 25 to 39	363	293
Female 40 to 59	410	410
Female 60 +	329	351
Region		
North England	545	577
Midlands	376	381
East England	207	223
London	363	304
South England	570	533
Wales	65	116
Scotland	220	207
Social Grade		
AB	884	659
C1	721	666
C2	307	494
DE	434	523
Newspaper Type		
Express / Mail	495	344
Sun / Star	243	495
Mirror / Record	142	369
Guardian / Independent	165	71
FT / Times / Telegraph	240	202
Other Paper	277	274
No Paper	784	586
Political Party Identification		
Labour	661	774
Conservative	659	639
Liberal Democrat	255	286
Others	178	71
None/ DK	593	572

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