

YouGov / The Sun Survey Results

Sample Size: 2474 GB Adults
Fieldwork: 9th - 10th February 2011

	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	2474	682	864	192	784	657	567	1204	1270	301	630	848	695	1411	1063	314	798	525	604	214
Unweighted Sample	2474	659	827	188	764	631	563	1149	1325	197	650	988	639	1636	838	361	785	512	553	244
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	35	100	0	0	89	1	7	33	37	28	33	33	40	37	32	39	47	34	24	12
Lab	44	0	100	0	4	96	42	43	45	45	45	47	39	40	48	44	32	44	57	52
Lib Dem	10	0	0	100	1	1	40	11	9	14	10	8	10	10	9	11	10	10	8	11
Other	12	0	0	0	6	3	11	14	10	13	12	12	11	13	11	7	11	11	11	25

Other Parties Voting Intention

UKIP	4	0	0	0	4	1	1	6	3	4	4	4	6	5	4	2	5	4	6	3
SNP / PCY	2	0	0	0	0	1	2	2	3	0	2	3	3	2	2	0	0	2	0	20
Green	2	0	0	0	1	0	4	3	2	5	4	1	1	3	2	2	3	3	2	0
BNP	2	0	0	0	1	0	2	2	1	2	1	2	1	1	2	2	1	2	2	1
Respect	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	1	1	1	2	0	2	0	1	1	1	1	1	1	1

Non Voters

Would Not Vote	7	0	0	0	3	2	7	7	7	11	10	6	4	7	8	7	7	7	8	6
Don't know	13	0	0	0	10	9	19	9	17	17	17	12	11	13	14	11	13	15	14	12

8-9
Feb

9-10
Feb

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

Approve	31	29	75	3	48	61	4	23	31	27	26	26	27	36	32	25	35	38	26	20	20
Disapprove	55	56	10	91	25	22	88	62	57	55	54	55	60	54	54	59	51	45	59	66	68
Don't know	14	15	15	5	27	16	8	16	12	18	20	19	13	10	14	16	13	17	15	14	12

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

26-27
Jan

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	36	39	72	9	59	68	10	36	40	37	31	35	36	48	42	35	46	46	41	29	25
Applies most to the Conservatives	26	26	3	50	22	4	47	34	31	21	30	30	28	19	24	29	20	20	25	33	40
Applies most to the Liberal Democrats	7	8	6	13	2	8	12	3	8	7	5	6	9	9	7	9	7	7	8	7	12
Applies to none of them	15	12	10	17	8	11	17	12	11	14	9	9	15	14	13	11	13	12	12	13	10
Don't know	16	15	9	11	9	9	14	14	10	20	25	20	13	10	14	17	14	16	13	18	14

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

Applies most to Labour	34	34	3	75	10	6	73	32	36	32	27	34	39	31	32	36	33	25	32	42	50
Applies most to the Conservatives	21	21	59	1	11	52	1	9	20	22	15	15	20	29	22	19	24	29	18	15	11
Applies most to the Liberal Democrats	17	16	16	10	62	14	7	33	19	14	19	19	15	14	18	14	20	18	15	15	10
Applies to none of them	16	18	14	9	8	20	11	16	19	17	18	17	18	19	18	18	16	16	24	16	21
Don't know	13	11	8	5	9	9	7	10	7	15	20	15	7	7	9	13	7	12	10	13	8

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

Applies most to the Conservatives	22	23	57	6	24	49	4	17	25	22	25	22	20	28	25	21	29	29	22	16	18
Applies most to Labour	17	19	2	43	8	5	42	17	24	14	19	19	21	17	17	22	17	15	18	24	24
Applies most to the Liberal Democrats	10	9	9	6	27	8	6	15	9	9	7	7	10	10	9	8	10	9	10	7	8
Applies to none of them	32	34	19	35	30	26	35	37	32	35	23	35	38	32	35	32	31	30	36	35	41
Don't know	17	15	12	10	11	13	13	14	9	21	27	17	12	13	14	17	13	17	13	19	9

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

Applies most to the Conservatives	49	52	21	80	52	24	76	62	53	51	49	51	57	46	51	52	50	40	56	58	68
Applies most to Labour	20	18	42	4	18	38	3	12	20	17	11	17	18	23	20	16	22	26	15	13	8
Applies most to the Liberal Democrats	6	8	13	6	12	12	7	7	9	8	10	6	8	10	9	8	7	7	9	8	13
Applies to none of them	9	8	11	3	8	12	4	7	8	8	7	8	8	9	8	8	10	9	8	6	4
Don't know	15	14	13	7	10	14	9	12	11	16	24	18	10	12	12	16	11	17	13	15	7

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	67	154
	Male 25 to 39	256	315
	Male 40 to 54	483	421
	Male 55 +	343	314
	Female 18 to 24	129	146
	Female 25 to 39	394	315
	Female 40 to 54	506	428
	Female 55 +	296	382
Region			
	North England	553	604
	Midlands	389	403
	East England	229	236
	London	361	314
	South England	556	562
	Wales	123	123
	Scotland	244	214
Social Grade			
	AB	910	698
	C1	726	713
	C2	399	519
	DE	439	544
Newspaper Type			
	Express / Mail	524	371
	Sun / Star	327	531
	Mirror / Record	154	387
	Guardian / Independent	152	74
	FT / Times / Telegraph	228	209
	Other Paper	327	285
	No Paper	762	618
Political Party Identification			
	Labour	794	804
	Conservative	664	702
	Liberal Democrat	263	297
	Others	173	79
	None/ DK	580	593

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