

# YouGov / The Sun Survey Results

Sample Size: 2643 GB Adults  
Fieldwork: 16th - 17th February 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	
<b>Weighted Sample</b>	<b>2643</b>	742	868	206	759	653	541	1273	1370	320	684	907	731	1496	1094	337	854	553	658	229	
<b>Unweighted Sample</b>	<b>2643</b>	773	788	206	780	577	583	1239	1404	200	710	998	734	1706	884	344	885	537	655	210	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>36</b>	100	0	0	91	1	11	36	37	28	33	34	45	41	29	41	45	36	30	20
Lab	<b>42</b>	0	100	0	3	96	37	41	44	43	46	47	34	38	50	40	33	42	53	51
Lib Dem	<b>10</b>	0	0	100	2	0	38	10	10	16	10	9	9	11	9	10	13	9	7	9
Other	<b>11</b>	0	0	0	4	3	14	14	9	14	12	9	12	10	13	9	9	13	10	20

## Other Parties Voting Intention

UKIP	<b>4</b>	0	0	0	3	2	2	6	2	5	2	3	6	3	5	3	4	5	5	1
SNP / PCY	<b>2</b>	0	0	0	0	1	2	3	1	1	2	2	2	2	2	0	0	1	0	18
Green	<b>2</b>	0	0	0	0	1	7	2	3	5	3	2	2	3	2	3	2	3	2	1
BNP	<b>2</b>	0	0	0	1	0	1	2	1	0	2	2	1	1	3	1	2	2	2	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	2	1	1	2	2	1	0	1	1	2	1	2	0	0

## Non Voters

<i>Would Not Vote</i>	<b>8</b>	0	0	0	5	1	5	8	9	17	12	7	3	8	10	9	8	11	7	4
<i>Don't know</i>	<b>14</b>	0	0	0	11	9	21	11	18	17	15	14	13	15	14	17	14	16	12	12

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

	15-16 Feb	16-17 Feb	Voting intention		2010 Vote			Gender		Age				Social grade		Region					
Approve	29	<b>30</b>	79	2	42	63	4	22	32	27	21	25	30	38	33	24	36	33	29	26	21
Disapprove	55	<b>55</b>	8	92	36	21	90	60	55	55	54	54	59	50	52	59	48	48	57	61	68
Don't know	16	<b>16</b>	13	6	22	15	6	18	13	18	25	21	11	12	15	16	16	19	14	14	11

Fieldwork: 16th - 17th February 2011

Weighted Sample  
Unweighted Sample

	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
2643	742	868	206	759	653	541	1273	1370	320	684	907	731	1496	1094	337	854	553	658	229
2643	773	788	206	780	577	583	1239	1404	200	710	998	734	1706	884	344	885	537	655	210
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

2 - 3  
Feb  
16-17  
Feb

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?

The kind of society it wants is broadly the kind of society I want

Applies most to the Conservatives	29	30	84	4	8	72	5	13	32	29	24	25	29	40	34	25	35	34	28	27	25
Applies most to Labour	32	28	1	74	5	2	71	23	29	26	29	25	32	24	26	31	23	22	27	35	35
Applies most to the Liberal Democrats	10	11	2	4	65	3	3	32	12	9	13	14	10	8	12	8	11	12	11	8	11
Applies to none of them	17	19	7	13	10	14	14	22	18	20	13	19	20	21	17	22	14	19	21	19	22
Don't know	12	12	6	6	11	8	6	10	8	16	21	17	9	7	10	15	17	12	12	11	7

It is led by people of real ability

Applies most to the Conservatives	25	26	73	3	14	61	4	11	27	25	20	21	25	34	29	21	27	30	26	23	19
Applies most to Labour	20	19	0	53	6	1	53	14	19	18	17	17	21	18	15	24	16	14	19	23	26
Applies most to the Liberal Democrats	4	4	1	1	30	1	0	12	4	3	5	5	2	3	4	2	4	4	3	3	4
Applies to none of them	34	35	13	34	30	23	34	46	37	34	30	35	38	34	36	35	32	35	36	35	38
Don't know	17	17	13	9	20	14	9	18	13	20	29	21	13	11	15	18	21	17	16	16	13

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	59	57	89	42	44	84	41	51	58	56	49	53	55	66	60	53	57	60	60	55	46
Applies most to Labour	11	12	1	31	3	2	31	6	12	12	9	11	14	10	10	13	10	9	10	15	21
Applies most to the Liberal Democrats	4	5	3	2	31	2	2	12	6	5	6	5	5	4	5	4	6	6	5	4	5
Applies to none of them	13	14	3	15	11	7	15	18	15	13	12	14	14	15	14	14	9	15	13	14	19
Don't know	12	12	5	10	11	6	11	12	10	15	23	17	11	5	10	15	18	11	12	12	10

It seems to chop and change all the time: you can never be quite sure what it stands for

Applies most to the Liberal Democrats	33	33	26	48	13	27	50	29	34	32	38	31	35	29	34	30	34	28	30	39	36
Applies most to Labour	27	26	57	5	43	48	6	25	29	24	15	24	27	32	29	22	27	32	25	22	19
Applies most to the Conservatives	18	18	3	36	12	7	31	20	17	19	11	17	19	21	16	21	12	17	21	19	22
Applies to none of them	7	8	4	4	11	5	5	9	8	7	8	8	7	8	8	8	8	7	9	7	10
Don't know	15	15	10	7	21	12	8	16	12	19	28	20	12	10	13	18	19	16	16	13	13

## 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	86	162
	Male 25 to 39	290	336
	Male 40 to 54	466	438
	Male 55 +	396	337
	Female 18 to 24	114	159
	Female 25 to 39	420	348
	Female 40 to 54	532	469
	Female 55 +	338	394
<b>Region</b>			
	North England	655	658
	Midlands	405	423
	East England	228	254
	London	344	337
	South England	657	600
	Wales	132	130
	Scotland	210	229
<b>Social Grade</b>			
	AB	976	738
	C1	730	758
	C2	409	539
	DE	475	555
<b>Newspaper Type</b>			
	Express / Mail	508	358
	Sun / Star	279	510
	Mirror / Record	138	368
	Guardian / Independent	159	75
	FT / Times / Telegraph	255	206
	Other Paper	289	276
	No Paper	766	601
<b>Political Party Identification</b>			
	Labour	685	774
	Conservative	700	681
	Liberal Democrat	275	286
	Others	178	73
	None/ DK	556	580

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