

YouGov / The Sun Survey Results

Sample Size: 2087 GB Adults
Fieldwork: 4th - 5th May 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	2087	654	687	183	654	532	457	1011	1076	250	533	716	588	1182	890	266	674	441	509	180	
Unweighted Sample	2087	601	599	205	604	458	504	1010	1077	197	490	795	605	1331	741	266	679	415	456	253	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding don't know and wouldn't vote]

Con	37	100	0	0	87	3	13	35	40	31	37	34	44	40	34	46	47	33	32	16
Lab	39	0	100	0	4	93	37	41	38	43	37	43	36	36	44	37	28	44	50	45
Lib Dem	10	0	0	100	2	1	39	10	11	17	13	10	8	12	8	8	13	12	8	8
Other	13	0	0	0	7	3	12	13	12	9	13	13	13	12	14	9	12	11	9	32

Other Parties Voting Intention

UKIP	4	0	0	0	4	1	2	4	4	1	2	6	6	4	5	2	7	3	4	1
SNP / PCY	3	0	0	0	0	1	2	3	2	5	3	2	3	3	3	0	0	1	0	28
Green	2	0	0	0	1	0	6	2	3	2	4	2	2	3	1	3	3	2	2	2
BNP	2	0	0	0	1	0	0	3	1	0	1	2	2	2	2	3	1	3	2	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	1	0	1	1	1	1	2	1	0	0	2	2	1	1	1	0

Non Voters

Would Not Vote	6	0	0	0	1	2	5	6	7	10	9	6	3	6	7	9	6	7	5	9
Don't know	10	0	0	0	7	7	14	8	12	15	9	12	6	9	12	10	11	8	10	9

3-4 May 4-5 May

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

Approve	33	34	79	4	50	67	6	28	35	32	26	34	33	38	38	29	38	41	32	28	22
Disapprove	54	52	9	90	30	20	88	58	53	52	50	50	56	52	49	57	47	44	51	63	61
Don't know	13	14	11	6	20	13	6	14	11	16	23	17	11	11	13	15	15	15	17	8	16

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	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

20-21
Apr 4-5 May

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	33	37	67	6	58	64	7	33	39	35	34	36	35	40	40	32	41	43	36	31	25
Applies most to the Conservatives	28	28	3	53	26	7	50	36	31	25	30	30	30	21	26	29	23	23	26	34	38
Applies most to the Liberal Democrats	9	8	10	11	0	9	12	3	9	7	2	6	8	12	8	8	7	7	7	10	11
Applies to none of them	15	14	12	18	7	12	18	16	12	16	13	12	14	16	15	13	12	15	13	15	11
Don't know	15	14	8	12	9	8	13	12	9	18	21	15	12	11	11	17	17	11	19	11	14

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

Applies most to Labour	32	30	4	72	12	6	71	27	31	29	24	30	31	32	29	31	26	26	29	35	42
Applies most to the Conservatives	21	25	63	2	18	55	4	13	25	25	18	20	24	34	27	22	30	29	26	23	10
Applies most to the Liberal Democrats	17	18	16	8	56	16	6	36	19	16	20	22	17	14	19	16	17	19	18	16	18
Applies to none of them	17	16	10	11	7	15	13	15	16	16	16	16	18	13	15	18	13	14	15	19	18
Don't know	13	11	7	7	7	8	7	9	9	14	22	13	10	7	10	13	14	12	12	7	12

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

Applies most to the Conservatives	23	26	62	4	22	52	6	18	29	23	27	26	25	26	29	22	33	30	23	23	14
Applies most to Labour	21	20	3	46	9	4	45	19	24	16	17	15	23	21	18	22	19	15	22	24	19
Applies most to the Liberal Democrats	8	9	6	8	33	7	9	16	9	9	8	9	8	10	10	7	6	9	8	9	13
Applies to none of them	31	31	18	31	25	26	29	36	29	33	27	34	32	30	32	30	25	31	29	33	40
Don't know	16	14	10	10	11	11	11	12	9	19	21	16	12	13	11	18	17	14	19	10	14

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

Applies most to the Conservatives	47	49	19	78	44	23	76	60	51	47	49	48	52	46	49	49	45	42	49	57	58
Applies most to Labour	20	19	42	3	22	38	4	15	20	19	14	18	20	21	22	16	24	22	18	17	7
Applies most to the Liberal Democrats	10	11	18	8	10	17	8	6	12	10	8	10	8	16	10	11	6	12	13	11	9
Applies to none of them	9	8	9	4	14	11	5	8	8	8	7	10	8	8	8	9	9	9	5	8	11
Don't know	14	13	11	7	9	10	7	11	9	17	23	14	12	9	11	16	16	14	16	7	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	79	127
Male 25 to 39	216	265
Male 40 to 59	371	353
Male 60 +	344	266
Female 18 to 24	118	122
Female 25 to 39	274	268
Female 40 to 59	424	363
Female 60 +	261	322
Region		
North England	456	509
Midlands	296	338
East England	185	198
London	266	266
South England	494	475
Wales	119	103
Scotland	253	180
Social Grade		
AB	740	581
C1	591	601
C2	316	436
DE	425	454
Newspaper Type		
Express / Mail	419	316
Sun / Star	239	447
Mirror / Record	149	319
Guardian / Independent	167	66
FT / Times / Telegraph	223	178
Other Paper	242	239
No Paper	648	523
Political Party Identification		
Labour	575	675
Conservative	530	595
Liberal Democrat	250	250
Others	201	66
None/ DK	531	501

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