

YouGov / The Sun Survey Results

Sample Size: 2295 GB Adults
Fieldwork: 16th - 17th March 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	2295	628	779	183	681	599	488	1116	1179	278	585	785	647	1309	986	294	746	491	565	200
Unweighted Sample	2295	626	689	180	689	514	514	1055	1240	209	562	902	621	1499	796	350	769	439	557	180
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	35	100	0	0	87	1	12	34	36	32	34	34	38	40	28	42	43	39	27	9
Lab	43	0	100	0	5	95	39	42	45	42	46	44	41	39	49	38	33	42	56	55
Lib Dem	10	0	0	100	1	1	38	11	9	15	11	10	9	11	10	12	12	8	8	11
Other	12	0	0	0	7	3	11	13	10	11	10	12	12	11	13	8	12	11	9	25

Other Parties Voting Intention

UKIP	5	0	0	0	5	1	5	6	5	5	1	7	7	5	6	4	7	6	5	1
SNP / PCY	2	0	0	0	0	0	1	2	2	1	3	2	3	2	2	0	0	1	0	22
Green	2	0	0	0	0	1	5	3	2	5	3	2	1	3	2	2	3	2	2	1
BNP	1	0	0	0	1	0	0	1	1	0	2	1	1	0	2	1	1	1	1	0
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	0	0	1	1	1	1	1	0	1	0	1	0	1	0	1	1

Non Voters

Would Not Vote	8	0	0	0	3	1	4	6	9	13	10	7	4	7	9	9	8	8	6	8
Don't know	14	0	0	0	11	8	21	9	18	17	15	12	14	13	15	17	13	13	14	16

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

	15-16 Mar	16-17 Mar																			
Approve	30	28	77	2	37	60	4	22	32	24	20	28	28	30	33	21	30	32	30	23	15
Disapprove	56	57	10	94	37	24	91	61	57	57	51	56	60	58	51	66	49	51	58	65	72
Don't know	14	15	13	4	26	17	5	17	11	19	28	17	12	12	17	13	21	18	12	12	13

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	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 2295	628	779	183	681	599	488	1116	1179	278	585	785	647	1309	986	294	746	491	565	200	
Unweighted Sample	626	689	180	689	514	514	1055	1240	209	562	902	621	1499	796	350	769	439	557	180	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

2-3 Mar

16-17 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?

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

Applies most to Labour	30	29	2	76	5	4	72	23	32	26	23	29	30	30	27	31	26	21	28	39	40
Applies most to the Conservatives	30	28	83	2	7	71	2	12	28	27	22	23	29	32	32	22	29	34	32	22	12
Applies most to the Liberal Democrats	11	10	2	2	69	2	2	30	12	8	16	10	9	8	11	8	10	12	8	8	12
Applies to none of them	16	20	6	12	13	14	14	25	19	21	14	20	22	21	17	24	18	20	21	20	24
Don't know	13	13	6	8	6	10	10	11	9	17	24	17	11	9	12	14	18	14	12	12	12

It is led by people of real ability

Applies most to the Conservatives	26	23	69	1	14	57	2	11	25	21	23	20	21	27	27	17	24	29	25	17	8
Applies most to Labour	18	17	0	47	6	2	45	14	18	16	17	16	19	16	14	21	16	13	15	24	22
Applies most to the Liberal Democrats	4	4	1	1	32	1	1	12	5	3	4	3	5	4	4	3	5	5	4	3	4
Applies to none of them	34	38	17	38	35	25	38	46	39	38	30	40	40	38	38	39	35	35	40	39	51
Don't know	18	18	12	13	13	15	14	17	13	22	26	21	15	15	17	19	20	19	17	18	15

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	56	55	88	45	36	80	42	56	56	55	47	56	56	58	59	51	53	58	57	57	41
Applies most to Labour	13	11	2	27	8	3	27	5	11	10	10	10	12	10	10	12	9	9	10	13	15
Applies most to the Liberal Democrats	5	5	2	1	37	2	2	13	8	3	8	5	5	5	6	5	8	7	5	3	8
Applies to none of them	14	15	5	13	11	9	14	15	15	14	11	14	16	16	14	15	14	14	16	13	19
Don't know	13	14	3	13	8	6	15	11	10	17	24	15	11	11	12	16	16	12	13	14	18

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	32	36	29	55	6	28	55	34	40	33	39	36	36	36	36	37	39	32	34	39	44
Applies most to Labour	27	24	52	4	43	46	3	24	25	23	21	22	24	27	27	21	27	31	20	21	16
Applies most to the Conservatives	20	17	6	28	23	10	27	19	17	18	9	17	20	18	16	20	11	15	24	18	21
Applies to none of them	7	7	4	5	12	5	5	8	7	7	4	7	9	7	7	8	6	7	8	8	6
Don't know	14	15	9	8	16	11	10	15	11	19	26	17	12	12	15	15	18	16	14	14	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.
Age and Gender		
Male 18 to 24	94	142
Male 25 to 39	217	294
Male 40 to 59	416	388
Male 60 +	327	291
Female 18 to 24	115	135
Female 25 to 39	345	291
Female 40 to 59	486	397
Female 60 +	294	356
Region		
North England	557	565
Midlands	342	376
East England	238	220
London	350	294
South England	531	525
Wales	97	115
Scotland	180	200
Social Grade		
AB	825	642
C1	674	666
C2	380	482
DE	416	505
Newspaper Type		
Express / Mail	494	344
Sun / Star	316	494
Mirror / Record	158	356
Guardian / Independent	163	69
FT / Times / Telegraph	209	195
Other Paper	256	264
No Paper	699	574
Political Party Identification		
Labour	658	747
Conservative	624	654
Liberal Democrat	275	275
Others	177	69
None/ DK	561	551

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