

# YouGov / The Sun Survey Results

Sample Size: 2485 GB Adults  
Fieldwork: 22nd - 23rd 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	
<b>Weighted Sample</b>	<b>2485</b>	728	851	202	740	681	548	1208	1277	301	634	850	701	1416	1069	318	808	532	611	216
Unweighted Sample	2485	739	773	215	766	610	569	1196	1289	173	618	975	719	1669	816	394	839	484	576	192
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>36</b>	100	0	0	87	3	13	36	37	30	30	34	46	39	33	35	43	39	31	20
Lab	<b>42</b>	0	100	0	4	90	39	39	46	46	49	46	32	39	48	47	34	42	51	46
Lib Dem	<b>10</b>	0	0	100	1	2	38	12	8	13	10	9	11	12	8	11	13	7	10	8
Other	<b>11</b>	0	0	0	8	5	10	13	9	11	11	11	12	11	12	8	10	11	8	26

## Other Parties Voting Intention

UKIP	<b>5</b>	0	0	0	5	1	5	6	3	4	2	4	7	4	5	3	6	6	4	0
SNP / PCY	<b>2</b>	0	0	0	0	1	1	2	2	1	2	2	2	2	2	0	0	0	1	19
Green	<b>2</b>	0	0	0	0	1	3	2	2	4	3	2	1	2	1	2	2	2	1	3
BNP	<b>1</b>	0	0	0	1	1	0	2	1	1	1	2	1	1	2	1	1	2	2	1
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	1	1	1	2	1	1	2	1	1	1	1	1	1	2	0	3

## Non Voters

Would Not Vote	<b>7</b>	0	0	0	4	1	4	7	7	14	10	5	4	5	10	7	6	7	8	9
Don't know	<b>12</b>	0	0	0	7	6	21	7	17	14	14	12	10	11	13	12	12	13	12	10

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

	21-22 Mar	22-23 Mar																			
Approve	<b>30</b>	<b>33</b>	82	3	55	67	6	29	39	27	29	27	32	41	36	28	31	38	33	29	25
Disapprove	<b>55</b>	<b>53</b>	7	91	27	18	85	58	50	56	47	56	57	49	50	57	57	47	51	58	60
Don't know	<b>15</b>	<b>14</b>	12	5	18	15	9	14	11	18	25	18	12	10	14	15	12	15	16	13	15

Fieldwork: 22nd - 23rd 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	2485	728	851	202	740	681	548	1208	1277	301	634	850	701	1416	1069	318	808	532	611	216
Unweighted Sample	2485	739	773	215	766	610	569	1196	1289	173	618	975	719	1669	816	394	839	484	576	192
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How well or badly do you think the government are meeting their aims of...

Reducing the government's deficit

	1 - 2 Feb	22-23 Mar																			
Very well	7	8	21	1	9	21	1	5	13	4	8	8	7	10	9	7	10	8	7	9	4
Fairly well	36	39	68	16	59	60	20	39	39	38	43	34	37	44	42	34	34	43	40	35	35
<b>TOTAL WELL</b>	<b>43</b>	<b>47</b>	<b>89</b>	<b>17</b>	<b>68</b>	<b>81</b>	<b>21</b>	<b>44</b>	<b>52</b>	<b>42</b>	<b>51</b>	<b>42</b>	<b>44</b>	<b>54</b>	<b>51</b>	<b>41</b>	<b>44</b>	<b>51</b>	<b>47</b>	<b>44</b>	<b>39</b>
Fairly badly	25	26	6	42	20	10	39	30	25	28	24	30	27	23	25	28	28	25	28	25	27
Very badly	22	18	1	34	4	3	33	18	16	19	12	18	21	16	15	21	16	14	16	22	25
<b>TOTAL BADLY</b>	<b>47</b>	<b>44</b>	<b>7</b>	<b>76</b>	<b>24</b>	<b>13</b>	<b>72</b>	<b>48</b>	<b>41</b>	<b>47</b>	<b>36</b>	<b>48</b>	<b>48</b>	<b>39</b>	<b>40</b>	<b>49</b>	<b>44</b>	<b>39</b>	<b>44</b>	<b>47</b>	<b>52</b>
Don't know	10	9	4	6	7	6	7	8	7	11	14	11	8	6	8	10	10	9	8	9	9

Reforming Britain's political system

Very well	2	3	7	1	2	6	1	1	4	1	3	3	2	2	3	2	2	2	4	3	0
Fairly well	22	25	53	6	43	45	8	23	27	22	28	22	21	30	27	22	22	29	26	21	21
<b>TOTAL WELL</b>	<b>24</b>	<b>28</b>	<b>60</b>	<b>7</b>	<b>45</b>	<b>51</b>	<b>9</b>	<b>24</b>	<b>31</b>	<b>23</b>	<b>31</b>	<b>25</b>	<b>23</b>	<b>32</b>	<b>30</b>	<b>24</b>	<b>24</b>	<b>31</b>	<b>30</b>	<b>24</b>	<b>21</b>
Fairly badly	29	34	19	41	36	23	40	40	34	34	30	41	34	29	35	32	35	32	35	32	40
Very badly	30	23	2	42	8	6	39	23	22	23	18	20	26	23	20	26	23	21	19	27	24
<b>TOTAL BADLY</b>	<b>59</b>	<b>57</b>	<b>21</b>	<b>83</b>	<b>44</b>	<b>29</b>	<b>79</b>	<b>63</b>	<b>56</b>	<b>57</b>	<b>48</b>	<b>61</b>	<b>60</b>	<b>52</b>	<b>55</b>	<b>58</b>	<b>58</b>	<b>53</b>	<b>54</b>	<b>59</b>	<b>64</b>
Don't know	16	16	19	10	10	19	11	13	14	19	21	14	16	16	15	18	18	16	16	17	15

## 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	69	154
Male 25 to 39	256	318
Male 40 to 59	495	420
Male 60 +	376	316
Female 18 to 24	104	147
Female 25 to 39	362	316
Female 40 to 59	480	430
Female 60 +	343	385
<b>Region</b>		
North England	576	611
Midlands	363	408
East England	236	239
London	394	318
South England	603	569
Wales	121	124
Scotland	192	216
<b>Social Grade</b>		
AB	948	696
C1	721	721
C2	379	522
DE	437	547
<b>Newspaper Type</b>		
Express / Mail	514	365
Sun / Star	290	521
Mirror / Record	148	376
Guardian / Independent	160	72
FT / Times / Telegraph	248	204
Other Paper	267	278
No Paper	791	606
<b>Political Party Identification</b>		
Labour	726	789
Conservative	683	684
Liberal Democrat	280	288
Others	169	73
None/ DK	560	589

YouGov is a member of the British Polling Council and abides by its rules.

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