

# YouGov / The Sun Survey Results

Sample Size: 2456 GB Adults  
Fieldwork: 23rd - 24th 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	
<b>Weighted Sample</b>	<b>2456</b>	718	799	223	745	650	535	1194	1262	297	626	840	693	1400	1056	314	798	526	604	214	
Unweighted Sample	2456	732	733	223	768	578	558	1184	1272	166	617	945	728	1635	821	358	819	486	588	205	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	37	100	0	0	91	2	10	36	38	30	38	31	45	40	32	42	48	38	24	18
Lab	41	0	100	0	2	93	32	39	43	44	41	46	34	36	48	39	29	43	57	39
Lib Dem	11	0	0	100	1	2	46	12	11	16	11	11	11	14	9	10	14	12	9	10
Other	11	0	0	0	6	3	12	13	9	10	10	12	11	10	12	9	8	7	10	33

## Other Parties Voting Intention

UKIP	4	0	0	0	4	0	2	4	4	2	1	4	6	3	4	3	4	3	5	3
SNP / PCY	3	0	0	0	0	2	2	3	2	3	3	3	2	2	3	0	0	1	0	24
Green	2	0	0	0	0	1	5	3	1	3	3	3	1	2	2	4	2	1	2	4
BNP	1	0	0	0	1	1	1	2	1	1	2	1	1	1	2	2	1	2	2	1
Respect	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	1
Other	1	0	0	0	0	0	1	1	0	1	1	0	1	1	1	1	1	0	1	0

## Non Voters

Would Not Vote	7	0	0	0	3	1	5	6	8	12	10	5	5	6	9	7	8	7	7	6
Don't know	13	0	0	0	10	8	20	8	18	15	15	14	11	13	14	15	12	12	16	11

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

	22-23 Mar	23-24 Mar																			
Approve	33	33	83	4	52	70	5	28	37	30	27	33	30	40	37	28	37	40	37	24	20
Disapprove	53	52	4	90	36	17	87	57	53	52	45	51	59	49	48	59	50	42	52	63	67
Don't know	14	14	12	6	12	13	8	16	10	18	27	15	11	11	15	13	14	19	11	13	12

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

	9-10 Mar	23-24 Mar																			
<b>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?</b>																					
<b>It seems rather old and tired</b>																					
Applies most to Labour	35	36	72	5	50	66	7	37	38	35	31	32	35	44	39	32	33	44	36	28	31
Applies most to the Conservatives	24	27	2	54	25	4	50	30	30	24	31	28	28	23	25	30	28	20	28	32	33
Applies most to the Liberal Democrats	10	9	8	15	0	9	15	4	11	7	4	5	11	14	8	11	9	8	10	10	9
Applies to none of them	15	13	11	17	18	11	17	16	12	14	11	16	13	11	15	10	14	12	14	13	10
Don't know	16	15	7	9	8	11	11	13	10	19	23	19	13	8	13	17	16	14	12	16	16
<b>Even if I don't always agree with it, at least its heart is in the right place</b>																					
Applies most to Labour	34	31	3	75	11	4	70	26	32	30	24	27	37	29	28	34	31	22	31	41	29
Applies most to the Conservatives	22	23	60	3	10	54	4	9	22	24	19	22	18	30	24	20	24	30	24	16	10
Applies most to the Liberal Democrats	15	17	19	6	55	17	6	33	18	15	17	17	17	16	19	14	18	19	15	13	21
Applies to none of them	19	17	11	12	13	15	13	19	18	17	17	19	17	16	18	16	15	16	19	18	23
Don't know	10	13	7	5	11	10	8	13	10	15	23	15	10	9	11	15	12	13	11	13	16
<b>It seems to have succeeded in moving on and left its past behind it</b>																					
Applies most to the Conservatives	23	26	63	4	28	55	6	20	29	23	25	26	22	31	31	19	26	32	27	21	15
Applies most to Labour	20	20	3	48	11	3	46	16	24	16	14	17	23	21	17	23	17	16	22	23	26
Applies most to the Liberal Democrats	7	9	7	8	20	7	6	15	7	10	8	9	8	10	8	10	8	10	9	7	11
Applies to none of them	35	30	17	32	30	22	32	36	29	31	26	30	34	28	30	31	34	27	29	33	31
Don't know	15	15	10	7	10	13	10	14	10	20	27	18	13	11	14	17	15	16	13	16	17
<b>It seems to appeal to one section of society rather than to the whole country</b>																					
Applies most to the Conservatives	52	47	15	78	48	18	72	57	48	46	45	45	52	44	47	47	44	38	47	57	60
Applies most to Labour	19	21	47	6	27	43	6	15	22	20	17	20	20	25	23	19	22	25	22	17	11
Applies most to the Liberal Democrats	8	10	16	8	7	14	9	8	11	8	5	9	7	14	9	10	10	10	10	8	9
Applies to none of them	8	8	9	4	10	10	5	9	7	8	7	8	9	7	8	7	9	10	7	6	6
Don't know	13	14	14	5	8	15	8	11	10	18	25	18	12	10	13	16	15	16	14	12	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.
<b>Age and Gender</b>		
Male 18 to 24	71	152
Male 25 to 39	281	314
Male 40 to 59	452	415
Male 60 +	380	312
Female 18 to 24	95	145
Female 25 to 39	336	312
Female 40 to 59	493	425
Female 60 +	348	381
<b>Region</b>		
North England	588	604
Midlands	369	403
East England	230	236
London	358	314
South England	589	562
Wales	117	123
Scotland	205	214
<b>Social Grade</b>		
AB	925	688
C1	710	712
C2	363	516
DE	458	540
<b>Newspaper Type</b>		
Express / Mail	510	358
Sun / Star	297	521
Mirror / Record	164	359
Guardian / Independent	163	70
FT / Times / Telegraph	237	202
Other Paper	236	278
No Paper	773	596
<b>Political Party Identification</b>		
Labour	711	775
Conservative	683	690
Liberal Democrat	261	281
Others	181	70
None/ DK	544	569

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