

# YouGov / The Sun Survey Results

Sample Size: 2617 GB Adults  
Fieldwork: 25th - 26th April 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>2617</b>	<b>776</b>	<b>885</b>	<b>205</b>	<b>830</b>	<b>702</b>	<b>569</b>	<b>1272</b>	<b>1345</b>	<b>317</b>	<b>667</b>	<b>895</b>	<b>738</b>	<b>1492</b>	<b>1125</b>	<b>335</b>	<b>851</b>	<b>560</b>	<b>644</b>	<b>228</b>
<b>Unweighted Sample</b>	<b>2617</b>	<b>767</b>	<b>869</b>	<b>202</b>	<b>815</b>	<b>682</b>	<b>590</b>	<b>1229</b>	<b>1388</b>	<b>245</b>	<b>684</b>	<b>987</b>	<b>701</b>	<b>1775</b>	<b>842</b>	<b>427</b>	<b>866</b>	<b>487</b>	<b>610</b>	<b>227</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>36</b>	100	0	0	86	4	11	33	39	28	35	32	45	40	31	38	46	35	30	16
Lab	<b>41</b>	0	100	0	4	92	37	42	40	49	44	47	29	38	45	41	31	42	52	44
Lib Dem	<b>10</b>	0	0	100	1	1	39	10	9	13	10	9	8	11	7	11	12	8	7	7
Other	<b>13</b>	0	0	0	9	3	14	15	12	10	11	12	18	11	16	9	10	15	11	33

## Other Parties Voting Intention

UKIP	<b>6</b>	0	0	0	6	1	3	6	5	2	2	5	10	4	7	4	6	7	6	0
SNP / PCY	<b>3</b>	0	0	0	1	1	3	3	3	2	4	3	4	3	3	0	0	2	0	29
Green	<b>2</b>	0	0	0	0	0	5	2	2	2	3	2	1	2	2	3	2	1	2	2
BNP	<b>2</b>	0	0	0	1	0	1	2	2	3	2	2	1	1	3	2	1	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	1	1	1	1	1	1	0	0	1	0	0	1	0	1

## Non Voters

Would Not Vote	<b>6</b>	0	0	0	2	1	3	5	8	12	8	5	4	5	8	7	6	8	6	4
Don't know	<b>11</b>	0	0	0	9	7	17	7	16	11	15	11	9	10	13	11	13	11	10	8

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

	20-21 Apr	25-26 Apr																			
Approve	31	<b>33</b>	80	4	50	65	8	28	36	29	26	34	29	39	37	27	38	39	30	28	21
Disapprove	57	<b>54</b>	7	89	38	20	84	62	54	53	54	50	59	51	51	58	50	45	54	62	66
Don't know	13	<b>14</b>	13	7	12	15	8	10	9	18	19	16	12	11	13	15	12	15	16	10	13

Fieldwork: 25th - 26th April 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>2617</b>	<b>776</b>	<b>885</b>	<b>205</b>	<b>830</b>	<b>702</b>	<b>569</b>	<b>1272</b>	<b>1345</b>	<b>317</b>	<b>667</b>	<b>895</b>	<b>738</b>	<b>1492</b>	<b>1125</b>	<b>335</b>	<b>851</b>	<b>560</b>	<b>644</b>	<b>228</b>	
Unweighted Sample	2617	767	869	202	815	682	590	1229	1388	245	684	987	701	1775	842	427	866	487	610	227	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 to 10, where 0 means you will definitely not vote, and 10 means you definitely will vote, how likely are you to vote [in these elections/ the referendum]\* on May 5th?

0 - will definitely not vote	8	5	3	3	5	4	4	7	8	12	11	5	7	8	8	9	8	9	7	4
1	1	1	1	1	1	1	1	1	1	4	2	1	1	1	2	1	1	2	1	1
2	2	1	1	0	1	1	1	1	2	2	2	2	0	1	2	2	1	2	1	1
3	1	1	2	0	1	1	2	1	2	3	2	2	0	1	2	1	1	3	2	0
4	1	1	2	1	1	1	1	2	1	3	3	1	0	2	1	2	2	1	2	0
5	5	4	4	3	5	3	3	4	5	7	6	4	2	4	5	6	4	5	4	6
6	2	2	2	1	2	2	2	2	3	6	3	2	0	2	2	2	2	2	3	2
7	4	5	4	5	4	4	4	4	4	9	4	4	2	3	5	8	3	5	3	3
8	7	7	6	12	6	5	10	7	6	7	9	8	3	7	6	9	6	5	7	8
9	7	7	7	9	7	9	7	7	6	6	7	7	6	8	5	6	7	7	6	7
10 - will definitely vote	60	66	66	62	66	68	63	62	57	35	48	62	78	61	58	51	63	53	62	67
Don't know	3	1	2	2	1	2	2	2	4	6	3	2	1	2	4	3	2	4	2	1

\* exact wording differed based on geographical region of respondents

	18-19 Apr	25-26 Apr																			
Yes	34	36	17	43	78	17	37	62	43	29	49	41	38	27	38	34	40	35	37	36	36
No	48	52	76	45	15	75	50	27	49	55	35	42	50	67	52	52	47	54	48	54	52
Don't know	17	11	8	12	6	7	13	10	8	15	14	16	11	7	9	14	12	10	14	10	11
Would not vote	1	1	0	0	1	0	0	1	1	1	2	1	1	0	1	1	1	1	0	1	1

REBASED: If this referendum were held tomorrow, how would you vote?

[Adjusted for likelihood to vote, excluding don't know and wouldn't vote]

Yes	42	41	18	49	84	18	43	70	47	35	58	49	43	28	42	40	46	39	44	40	41
No	58	59	82	51	16	82	57	30	53	65	42	51	57	72	58	60	54	61	56	60	59

Fieldwork: 25th - 26th April 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>2617</b>	<b>776</b>	<b>885</b>	<b>205</b>	<b>830</b>	<b>702</b>	<b>569</b>	<b>1272</b>	<b>1345</b>	<b>317</b>	<b>667</b>	<b>895</b>	<b>738</b>	<b>1492</b>	<b>1125</b>	<b>335</b>	<b>851</b>	<b>560</b>	<b>644</b>	<b>228</b>
<b>Unweighted Sample</b>	<b>2617</b>	<b>767</b>	<b>869</b>	<b>202</b>	<b>815</b>	<b>682</b>	<b>590</b>	<b>1229</b>	<b>1388</b>	<b>245</b>	<b>684</b>	<b>987</b>	<b>701</b>	<b>1775</b>	<b>842</b>	<b>427</b>	<b>866</b>	<b>487</b>	<b>610</b>	<b>227</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**If this referendum were held tomorrow, how would you vote?**

*[Not adjusted for likelihood to vote]*

Yes	<b>33</b>	17	41	76	17	34	57	39	26	39	34	35	26	35	30	35	32	32	32	33
No	<b>47</b>	72	43	15	70	47	26	46	47	32	37	45	63	48	45	43	48	43	49	48
Don't know	<b>15</b>	10	15	7	11	16	14	10	20	19	21	15	8	12	19	16	14	20	13	13
Would not vote	<b>6</b>	1	1	2	2	2	3	4	7	10	9	4	3	5	6	6	6	6	6	5

**Which two or three of these do you think are the biggest advantages of switching to AV?**

*[Only those who say they will vote yes n=893]*

It will make the overall result of the election across Britain fairer	<b>57</b>	48	57	67	44	61	62	56	58	48	53	58	65	61	51	56	58	61	55	50
It will end the system that allows candidates to be elected with less than half the local vote	<b>39</b>	33	37	49	26	40	45	40	38	37	35	39	45	43	33	34	39	38	40	47
It will force MPs to work harder to win and then keep their seats	<b>35</b>	33	33	39	33	34	36	34	36	32	37	35	34	33	38	38	33	38	34	30
It will be a stepping stone to a more proportional system in the future	<b>25</b>	17	23	33	16	23	33	27	23	16	24	29	26	28	21	28	27	23	20	34
It will force parties to broaden their appeal beyond their 'core' vote	<b>24</b>	24	23	23	31	21	26	27	20	23	22	27	23	24	24	29	23	22	26	22
It will take away the need for tactical voting	<b>16</b>	9	18	19	9	17	18	16	16	20	16	13	18	17	15	15	19	18	12	11
It will make it harder for extremists to win seats at Westminster	<b>10</b>	11	11	6	10	12	9	9	12	12	8	10	12	10	9	8	12	12	8	7
It will help the party I normally support	<b>8</b>	11	7	11	11	7	7	8	7	9	8	8	6	8	7	10	9	4	6	11
It will make it harder for the Conservatives to win future elections outright	<b>7</b>	0	12	3	1	10	6	7	6	10	4	7	7	6	8	3	7	6	7	10
It will lead to more coalition governments at Westminster	<b>6</b>	7	3	10	9	5	7	6	6	5	5	6	9	5	7	4	7	7	5	7
None of these	<b>6</b>	15	4	0	17	4	2	6	6	3	8	6	6	5	7	4	5	6	8	4
Don't know	<b>4</b>	7	3	3	7	4	1	4	5	11	4	4	2	2	9	4	5	3	4	6

Fieldwork: 25th - 26th April 2011

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<b>Weighted Sample</b>	<b>2617</b>	776	885	205	830	702	569	1272	1345	317	667	895	738	1492	1125	335	851	560	644	228
Unweighted Sample	2617	767	869	202	815	682	590	1229	1388	245	684	987	701	1775	842	427	866	487	610	227
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Which two or three of these do you think are the biggest advantages of voting to keep the present voting system?**

*[Only those who say they will vote no n=1207]*

It keeps elections simple: the candidate with the most votes wins	<b>72</b>	75	70	47	75	69	72	71	73	64	71	72	75	70	75	68	72	70	75	78
It is a tried-and-tested system that has served Britain well	<b>56</b>	60	54	40	58	53	55	60	53	51	50	55	61	54	59	51	55	60	58	53
It normally produces a clearcut government, rather than coalition rule	<b>31</b>	34	30	15	34	28	28	33	29	20	24	32	36	31	30	33	36	26	29	24
It is clearer and more straightforward than alternative systems	<b>31</b>	29	31	29	29	32	32	26	35	29	31	31	30	27	36	31	32	26	31	37
It means we won't have to waste public money on a more expensive system	<b>28</b>	30	24	52	28	28	28	21	35	35	34	25	26	27	30	31	29	23	31	21
It encourages parties to present clear policies and not to fudge or compromise	<b>16</b>	16	14	20	17	15	14	18	14	17	15	14	17	18	13	15	16	17	15	17
It means candidates won't have to pander to extremists to secure their second or third preference votes	<b>12</b>	14	12	19	14	14	10	11	13	10	14	15	10	15	9	14	13	13	13	7
It will reduce the chance of the Liberal Democrats having a say in who governs Britain in future	<b>6</b>	4	10	0	5	10	4	9	4	12	5	5	6	6	7	3	6	7	8	5
It leaves open the opportunity to have a more proportional system in the future	<b>5</b>	4	6	11	4	5	9	5	5	1	5	6	6	6	3	7	7	1	3	10
It helps the party I normally support	<b>3</b>	2	5	3	2	5	2	3	3	6	3	2	3	3	3	4	2	5	3	3
None of these	<b>1</b>	1	1	2	1	1	1	1	1	2	2	1	1	1	1	1	0	2	0	1
Don't know	<b>1</b>	1	1	0	0	0	1	1	1	3	2	1	0	1	1	1	1	1	0	0

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

Thinking about your views on the referendum on changing the electoral system and how they have changed since the start of the year, which of the following applies to you?

I was opposed to AV and still am	<b>30</b>	48	28	7	48	31	14	32	28	18	20	30	45	29	32	24	31	29	33	32
I wasn't sure, but now oppose AV	<b>16</b>	24	14	7	23	14	12	13	19	11	16	16	18	18	14	16	18	15	14	14
I supported AV, but now oppose it	<b>1</b>	2	2	2	2	1	2	2	1	2	2	2	1	2	1	2	1	1	2	2
I supported AV, but am no longer sure	<b>2</b>	1	2	4	1	2	3	2	2	2	2	2	2	2	2	4	1	2	2	3
I was unsure, and still haven't made my mind up	<b>10</b>	9	11	6	9	12	7	7	12	14	15	9	5	9	11	12	9	11	9	9
I was opposed to AV, but am no longer sure	<b>1</b>	1	1	1	1	1	1	1	1	1	0	1	1	1	0	2	0	1	1	1
I was opposed to AV but now support it	<b>2</b>	1	3	2	1	4	2	3	2	1	2	2	2	2	2	2	2	2	2	3
I wasn't sure, but now support AV	<b>10</b>	4	14	16	3	13	17	11	8	10	10	12	7	11	9	8	10	10	11	9
I was a supporter of AV and still am	<b>13</b>	5	15	51	5	12	32	17	10	16	11	15	13	15	12	15	14	12	13	15
Don't know	<b>14</b>	5	10	7	7	10	12	11	17	24	21	12	6	11	18	14	13	17	13	12

	11-12 April	25-26 Apr																			
<b>Which of the following do you think are the most important issues facing the country at this time?</b> Please tick up to three																					
The economy	75	<b>75</b>	78	78	83	74	77	80	75	75	70	75	79	71	79	69	81	75	72	72	79
Immigration & Asylum	43	<b>51</b>	66	37	35	67	41	41	49	53	38	38	52	66	47	56	48	51	53	55	36
Health	37	<b>32</b>	23	42	29	23	43	35	27	37	27	26	31	41	33	32	28	33	29	34	35
Crime	21	<b>22</b>	26	21	17	24	20	20	23	21	15	21	23	23	21	23	26	22	20	21	21
Pensions	19	<b>21</b>	21	23	20	20	23	23	22	20	11	13	24	28	21	20	17	19	21	22	27
Tax	19	<b>16</b>	14	16	17	16	15	16	17	15	26	27	13	7	15	18	18	15	17	16	20
Education	16	<b>16</b>	11	21	19	11	19	19	16	16	27	17	16	10	18	13	21	14	17	14	20
Europe	7	<b>10</b>	15	5	5	17	5	5	12	8	6	7	10	14	10	10	9	12	10	9	6
Afghanistan	9	<b>9</b>	9	8	10	9	7	9	8	9	6	7	9	12	8	10	5	9	11	9	9
Family life & childcare	9	<b>8</b>	6	9	13	6	9	9	6	10	8	13	7	4	7	9	7	10	9	6	8
The environment	8	<b>6</b>	4	6	15	4	5	10	7	6	7	7	6	5	8	5	9	7	4	6	6
Transport	5	<b>5</b>	5	4	9	5	3	6	6	4	7	7	5	2	6	4	5	5	5	5	5
None of these	1	<b>1</b>	0	0	0	0	1	0	1	1	1	1	0	0	0	1	0	1	0	1	1
Don't know	2	<b>2</b>	1	1	0	1	1	0	1	2	5	2	1	1	1	2	1	2	2	2	1

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

And which of the following do you think are the most important issues facing you and your family? Please tick up to three.

The economy	65	<b>67</b>	68	70	68	67	70	69	67	66	56	69	71	64	70	62	66	67	64	67	70
Health	38	<b>35</b>	30	41	29	29	44	36	32	37	23	23	35	50	33	37	33	34	36	34	37
Pensions	34	<b>35</b>	38	34	42	39	36	37	33	38	18	18	36	58	36	35	31	36	36	36	37
Tax	31	<b>30</b>	32	27	31	32	23	33	32	29	49	40	27	16	31	28	33	27	31	31	30
Immigration & Asylum	12	<b>16</b>	20	11	8	23	11	9	16	15	8	10	17	22	13	19	19	15	15	17	11
Education	16	<b>15</b>	11	20	14	11	19	16	14	15	30	17	15	6	16	12	16	14	14	13	19
Family life & childcare	14	<b>15</b>	12	17	20	12	17	18	13	17	13	27	13	8	15	16	15	16	15	15	16
Crime	11	<b>12</b>	13	12	8	13	13	10	14	10	10	12	13	12	11	13	15	10	11	12	14
Transport	10	<b>11</b>	10	11	14	9	11	12	12	9	16	12	9	9	11	11	11	12	11	10	7
The environment	7	<b>7</b>	5	7	12	5	7	9	6	7	5	5	7	8	8	5	10	7	6	6	6
Europe	4	<b>6</b>	8	2	5	11	2	4	6	5	2	2	6	10	6	5	5	7	5	4	5
Afghanistan	1	<b>1</b>	2	1	0	2	1	1	1	2	1	1	1	3	1	2	0	2	2	1	2
None of these	2	<b>2</b>	2	1	3	2	2	2	3	2	4	3	1	2	2	3	2	2	2	3	1
Don't know	3	<b>2</b>	1	1	2	1	1	2	2	2	5	4	1	1	2	2	2	2	2	3	2

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Do you think Britain, France, the US and other countries are right or wrong to take military action in Libya?

Right	37	<b>38</b>	51	38	46	45	39	38	47	31	44	42	35	37	41	36	40	40	35	38	40
Wrong	44	<b>39</b>	32	40	35	37	39	40	38	40	31	31	42	45	37	41	38	36	43	39	39
Don't know	19	<b>23</b>	17	22	19	18	23	22	16	29	25	27	23	18	22	23	22	23	22	23	22

Overall do you think the coalition's military action in Libya is going well or badly?

Very well	1	<b>2</b>	3	2	1	2	2	1	3	1	4	2	1	1	2	2	1	2	1	3	2
Fairly well	29	<b>30</b>	41	30	42	38	27	29	37	25	34	31	29	30	31	30	31	32	27	30	33
<b>TOTAL WELL</b>	<b>30</b>	<b>32</b>	<b>44</b>	<b>32</b>	<b>43</b>	<b>40</b>	<b>29</b>	<b>30</b>	<b>40</b>	<b>26</b>	<b>38</b>	<b>33</b>	<b>30</b>	<b>31</b>	<b>33</b>	<b>32</b>	<b>32</b>	<b>34</b>	<b>28</b>	<b>33</b>	<b>35</b>
Fairly badly	38	<b>32</b>	30	33	31	31	34	35	30	33	22	27	34	37	33	30	34	33	31	30	32
Very badly	11	<b>10</b>	4	12	4	8	12	8	11	8	7	8	11	11	9	10	12	9	10	11	8
<b>TOTAL BADLY</b>	<b>49</b>	<b>42</b>	<b>34</b>	<b>45</b>	<b>35</b>	<b>39</b>	<b>46</b>	<b>43</b>	<b>41</b>	<b>41</b>	<b>29</b>	<b>35</b>	<b>45</b>	<b>48</b>	<b>42</b>	<b>40</b>	<b>46</b>	<b>42</b>	<b>41</b>	<b>41</b>	<b>40</b>
Don't know	20	<b>26</b>	21	23	22	21	25	26	19	33	33	31	25	21	25	28	22	25	31	27	26

## 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	103	162
Male 25 to 39	293	335
Male 40 to 59	470	442
Male 60 +	363	332
Female 18 to 24	142	154
Female 25 to 39	391	332
Female 40 to 59	517	453
Female 60 +	338	406
<b>Region</b>		
North England	610	644
Midlands	393	429
East England	238	251
London	427	335
South England	628	599
Wales	94	131
Scotland	227	228
<b>Social Grade</b>		
AB	980	733
C1	795	759
C2	402	550
DE	440	576
<b>Newspaper Type</b>		
Express / Mail	501	393
Sun / Star	358	563
Mirror / Record	202	406
Guardian / Independent	176	79
FT / Times / Telegraph	241	222
Other Paper	335	301
No Paper	804	654
<b>Political Party Identification</b>		
Labour	830	851
Conservative	736	746
Liberal Democrat	280	314
Others	180	79
None/ DK	591	628

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