

# YouGov / The Sun Survey Results

Sample Size: 2202 GB Adults  
Fieldwork: 29th - 30th 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>2202</b>	597	769	160	690	589	487	1070	1132	266	562	753	621	1255	947	282	716	471	542	192	
Unweighted Sample	2202	591	712	183	675	539	532	1072	1130	135	523	865	679	1470	732	325	733	407	507	230	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

[Excluding Don't Knows and Wouldn't Votes]

Con	<b>35</b>	100	0	0	87	3	10	34	35	23	31	35	41	39	29	37	43	35	28	23
Lab	<b>45</b>	0	100	0	6	94	41	44	45	51	53	44	37	39	52	51	33	44	57	43
Lib Dem	<b>9</b>	0	0	100	1	1	36	9	9	15	7	9	9	11	7	5	14	9	7	6
Other	<b>11</b>	0	0	0	6	2	14	12	11	11	8	13	12	11	12	8	9	13	8	28

## Other Parties Voting Intention

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

## Non Voters

Would Not Vote	<b>8</b>	0	0	0	3	2	4	7	9	11	13	6	4	6	11	9	8	8	9	7
Don't know	<b>14</b>	0	0	0	13	7	17	10	17	16	14	15	11	14	14	16	16	13	13	7

28-29  
March

29-30  
March

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

Approve	31	<b>30</b>	82	3	42	65	6	20	35	25	23	27	29	37	34	24	29	35	30	25	22
Disapprove	56	<b>56</b>	8	91	36	24	87	67	55	58	56	57	57	54	52	62	52	47	57	66	64
Don't know	13	<b>14</b>	10	6	22	12	7	13	10	18	21	16	14	9	14	14	18	17	13	9	14

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<b>Weighted Sample</b> 2202	597	769	160	690	589	487	1070	1132	266	562	753	621	1255	947	282	716	471	542	192
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		8-9 Mar	29-30 March																			
<b>Which of these would make the best Prime Minister?</b>																						
	David Cameron	36	35	94	3	23	79	7	17	38	32	24	31	36	42	41	28	34	42	37	29	26
	Ed Miliband	23	25	1	63	9	3	57	26	26	23	32	24	24	22	21	29	24	18	24	34	27
	Nick Clegg	5	5	1	2	44	1	1	15	6	4	8	6	5	4	7	3	2	7	5	4	8
	Don't know	36	35	4	33	24	17	34	42	29	41	36	40	35	32	31	41	41	34	35	33	39
<b>If you had to choose, which of the following options would be best for Britain?</b>																						
	A majority Conservative government	29	29	83	1	4	69	3	9	32	26	19	23	28	39	32	24	30	33	29	25	20
	A coalition between the Conservatives and Liberal Democrats	10	9	14	1	45	12	3	15	10	9	3	10	11	9	11	7	7	12	8	7	10
	A coalition between Labour and the Liberal Democrats	12	12	0	13	38	2	10	29	13	11	23	14	9	9	14	10	10	12	14	11	13
	A majority Labour government	30	32	0	81	4	5	77	27	33	31	31	33	33	30	29	37	35	24	31	41	37
	Don't know	19	18	2	3	10	12	7	20	13	23	24	21	19	12	15	23	18	19	18	16	20

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

20-21  
Mar

29-30  
March

The Conservative-Liberal Democrat government are committed to holding a referendum on changing the electoral system from first-past-the-post (FPTP) to the Alternative Vote (AV)

At the moment, under first-past-the-post (FPTP), voters select ONE candidate, and the candidate with the most votes wins.

It has been suggested that this system should be replaced by the Alternative Vote (AV). Voters would RANK a number of candidates from a list. If a candidates wins more than half of the '1st' votes, a winner is declared. If not, the least popular candidates are eliminated from the contest, and their supporters' subsequent preferences counted and shared accordingly between the remaining candidates. This process continues until an outright winner is declared.

If a referendum were held tomorrow on whether to stick with first-past-the-post or switch to the Alternative Vote for electing MPs, how would you vote?

I would vote in favour of switching to the Alternative Vote	32	<b>31</b>	18	34	74	18	27	57	36	26	36	36	30	25	33	28	29	33	29	27	42
I would vote in favour of keeping first-past-the-post	44	<b>44</b>	68	45	13	62	51	23	46	42	27	35	47	57	46	43	43	46	46	44	37
I wouldn't vote	7	<b>7</b>	1	4	1	3	5	5	6	9	6	9	8	5	5	9	7	6	8	8	8
Don't know	17	<b>18</b>	13	18	12	16	17	15	12	23	31	21	15	12	16	20	21	16	18	20	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.
<b>Age and Gender</b>		
Male 18 to 24	60	137
Male 25 to 39	213	282
Male 40 to 59	432	372
Male 60 +	367	280
Female 18 to 24	75	130
Female 25 to 39	310	280
Female 40 to 59	433	381
Female 60 +	312	341
<b>Region</b>		
North England	507	542
Midlands	274	361
East England	210	211
London	325	282
South England	523	504
Wales	133	110
Scotland	230	192
<b>Social Grade</b>		
AB	796	617
C1	674	639
C2	315	462
DE	417	484
<b>Newspaper Type</b>		
Express / Mail	460	330
Sun / Star	268	473
Mirror / Record	159	341
Guardian / Independent	151	66
FT / Times / Telegraph	201	187
Other Paper	262	253
No Paper	701	551
<b>Political Party Identification</b>		
Labour	669	716
Conservative	589	628
Liberal Democrat	272	264
Others	164	66
None/ DK	508	528

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

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