

YouGov / The Sun Survey Results

Sample Size: 2199 GB Adults
Fieldwork: 6th - 7th April 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	2199	622	779	186	660	597	474	1069	1130	266	561	752	620	1253	946	281	715	471	541	191
Unweighted Sample	2199	600	698	200	647	518	523	1056	1143	140	588	810	661	1494	705	318	713	446	515	207
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	35	100	0	0	88	2	11	33	37	30	37	32	38	39	29	44	46	34	25	13
Lab	44	0	100	0	4	91	39	44	44	45	46	45	40	39	50	41	30	47	57	49
Lib Dem	10	0	0	100	2	3	39	11	10	16	8	10	10	12	9	7	14	8	10	9
Other	11	0	0	0	6	4	11	13	9	8	9	13	12	10	12	8	10	11	8	29

Other Parties Voting Intention

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

Non Voters

Would Not Vote	7	0	0	0	3	1	4	6	8	8	12	6	2	6	8	10	6	6	8	4
Don't know	12	0	0	0	10	5	18	9	15	17	17	10	9	11	14	11	13	14	10	9

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

		5-6 Apr	6-7 Apr																		
Approve	30	29	75	4	49	60	7	21	32	26	30	29	28	31	33	23	39	35	25	23	20
Disapprove	57	55	9	91	30	20	86	61	56	54	50	49	58	58	50	61	46	46	59	62	69
Don't know	13	16	16	5	21	20	7	17	12	20	20	22	14	12	16	16	14	19	16	15	11

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

23-24
Mar 6-7 Apr

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?

It seems rather old and tired

Applies most to Labour	36	35	70	5	59	63	8	36	39	32	28	30	35	44	39	30	38	44	31	30	27
Applies most to the Conservatives	27	26	2	48	22	4	45	34	28	23	33	29	24	20	26	26	25	20	29	28	33
Applies most to the Liberal Democrats	9	8	5	14	1	5	16	3	8	9	3	4	13	9	7	9	5	8	7	9	12
Applies to none of them	13	15	14	21	10	14	21	15	13	17	11	15	17	17	16	15	14	13	18	18	15
Don't know	15	15	9	11	9	13	10	12	12	19	25	22	11	11	12	20	18	15	15	15	14

Even if I don't always agree with it, at least its heart is in the right place

Applies most to Labour	31	32	2	73	18	4	69	32	33	31	33	25	35	34	30	34	31	27	34	36	35
Applies most to the Conservatives	23	21	58	3	13	50	4	10	22	21	18	20	20	25	24	18	23	27	20	18	13
Applies most to the Liberal Democrats	17	16	19	6	56	17	7	31	18	14	13	15	17	17	18	14	16	17	15	17	14
Applies to none of them	17	19	14	12	8	19	13	19	18	20	18	21	20	17	18	20	19	19	19	17	25
Don't know	13	12	6	7	4	9	7	8	9	14	19	19	8	6	10	14	11	11	11	12	13

It seems to have succeeded in moving on and left its past behind it

Applies most to the Conservatives	26	24	56	4	28	48	6	20	24	24	24	25	21	25	27	19	23	31	22	18	16
Applies most to Labour	20	20	4	44	13	5	41	20	22	19	20	17	22	22	19	23	15	17	20	29	18
Applies most to the Liberal Democrats	9	8	8	5	27	7	6	13	8	8	9	4	9	10	8	8	9	8	8	7	9
Applies to none of them	30	33	20	35	23	25	37	36	34	32	26	31	36	33	33	32	36	30	33	31	41
Don't know	15	16	12	11	8	15	10	11	12	19	21	23	13	10	13	19	17	14	17	15	16

It seems to appeal to one section of society rather than to the whole country

Applies most to the Conservatives	47	50	16	80	44	19	80	62	53	46	49	43	54	51	48	52	46	41	51	57	62
Applies most to Labour	21	21	49	5	33	44	5	17	22	20	20	18	22	24	25	17	23	28	20	17	12
Applies most to the Liberal Democrats	10	7	12	5	8	11	5	7	8	7	5	7	7	8	8	6	9	8	7	6	7
Applies to none of them	8	8	10	5	6	10	5	7	7	10	5	11	7	9	8	8	8	8	9	8	7
Don't know	14	13	14	6	8	16	6	7	9	17	21	21	10	8	11	16	13	15	14	12	12

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	59	136
Male 25 to 39	261	281
Male 40 to 59	386	372
Male 60 +	350	279
Female 18 to 24	81	130
Female 25 to 39	327	279
Female 40 to 59	424	380
Female 60 +	311	341
Region		
North England	515	541
Midlands	322	361
East England	213	211
London	318	281
South England	500	504
Wales	124	110
Scotland	207	191
Social Grade		
AB	848	616
C1	646	638
C2	314	462
DE	391	484
Newspaper Type		
Express / Mail	426	325
Sun / Star	283	462
Mirror / Record	140	337
Guardian / Independent	162	64
FT / Times / Telegraph	184	183
Other Paper	244	248
No Paper	710	536
Political Party Identification		
Labour	621	703
Conservative	569	616
Liberal Democrat	263	255
Others	151	64
None/ DK	545	517

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