

# YouGov / The Sun Survey Results

Sample Size: 1787 GB Adults

Fieldwork: 29th February - 1st March 2012

	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>1787</b>	545	545	116	590	461	380	868	919	216	456	611	504	1019	768	229	581	382	440	155
Unweighted Sample	1787	552	483	123	616	399	420	855	932	71	454	740	522	1173	614	240	626	375	410	136
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

[Excluding Don't knows and Wouldn't votes]

Con	<b>39</b>	100	0	0	89	5	14	39	39	37	35	36	47	43	33	35	45	44	36	19
Lab	<b>39</b>	0	100	0	3	87	37	38	40	52	42	41	30	36	44	49	32	38	47	29
Lib Dem	<b>8</b>	0	0	100	2	0	35	8	8	3	10	9	8	9	8	8	13	5	7	4
Other	<b>14</b>	0	0	0	7	8	14	15	13	9	13	14	16	12	16	8	10	13	10	49

## Other Parties Voting Intention

UKIP	<b>5</b>	0	0	0	5	2	5	5	5	2	2	6	8	4	7	3	6	6	6	4
SNP / PCY	<b>4</b>	0	0	0	0	4	3	5	3	2	7	4	3	4	5	0	0	2	0	43
Green	<b>3</b>	0	0	0	0	1	6	3	2	5	3	3	2	3	2	5	3	2	2	1
BNP	<b>1</b>	0	0	0	1	0	0	1	1	0	1	1	2	1	1	0	1	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>1</b>	0	0	0	0	1	0	0	1	0	1	0	1	0	1	0	0	1	1	0

## Non Voters

Would Not Vote	<b>8</b>	0	0	0	4	3	5	7	8	12	11	7	4	7	9	8	9	6	6	9
Don't know	<b>14</b>	0	0	0	12	9	19	10	18	18	13	16	12	13	16	16	13	13	15	14

Feb 28-29  
Feb 29 - 1 March

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

Approve	32	<b>29</b>	79	2	39	63	5	20	33	26	24	28	27	35	36	21	29	34	30	28	17
Disapprove	54	<b>56</b>	8	94	43	20	86	67	55	56	54	57	58	54	51	62	53	52	55	60	66
Don't know	14	<b>15</b>	14	3	18	17	9	13	11	18	22	15	15	11	13	17	18	14	16	12	17

Fieldwork: 29th February - 1st March 2012

	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>1787</b>	<b>545</b>	<b>545</b>	<b>116</b>	<b>590</b>	<b>461</b>	<b>380</b>	<b>868</b>	<b>919</b>	<b>216</b>	<b>456</b>	<b>611</b>	<b>504</b>	<b>1019</b>	<b>768</b>	<b>229</b>	<b>581</b>	<b>382</b>	<b>440</b>	<b>155</b>
<b>Unweighted Sample</b>	<b>1787</b>	<b>552</b>	<b>483</b>	<b>123</b>	<b>616</b>	<b>399</b>	<b>420</b>	<b>855</b>	<b>932</b>	<b>71</b>	<b>454</b>	<b>740</b>	<b>522</b>	<b>1173</b>	<b>614</b>	<b>240</b>	<b>626</b>	<b>375</b>	<b>410</b>	<b>136</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Feb 15-16  
Feb 29-March 1

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?

The kind of society it wants is broadly the kind of society I want

It is led by people of real ability

Its leaders are prepared to take tough and unpopular decisions

It seems to chop and change all the time: you can never be quite sure what it stands for

Applies most to the Conservatives	30	<b>31</b>	83	4	4	71	6	13	32	30	23	26	27	42	34	26	31	35	33	27	20
Applies most to Labour	27	<b>27</b>	1	73	5	2	62	25	29	25	30	31	28	20	26	28	32	21	24	33	30
Applies most to the Liberal Democrats	10	<b>10</b>	1	4	82	2	4	31	10	10	9	11	11	8	12	7	9	12	9	9	7
Applies to none of them	20	<b>20</b>	7	11	8	14	17	24	19	21	10	19	22	22	18	22	12	18	23	19	33
Don't know	13	<b>13</b>	8	8	2	11	11	7	11	15	27	13	12	6	10	17	16	14	11	12	9
Applies most to the Conservatives	25	<b>25</b>	67	2	13	54	4	13	27	23	24	19	22	33	29	18	24	27	27	23	13
Applies most to Labour	14	<b>13</b>	1	39	3	1	33	11	13	13	14	16	12	11	12	15	14	11	14	15	10
Applies most to the Liberal Democrats	3	<b>4</b>	0	2	39	1	2	11	4	4	2	4	3	4	3	4	3	2	5	5	2
Applies to none of them	41	<b>42</b>	22	41	36	31	46	51	43	41	27	41	49	41	41	43	38	39	41	42	63
Don't know	17	<b>17</b>	11	15	9	13	15	14	13	20	33	19	14	12	14	20	20	20	13	16	12
Applies most to the Conservatives	52	<b>52</b>	86	33	44	77	36	48	52	52	51	43	53	59	57	46	45	54	55	53	47
Applies most to Labour	9	<b>9</b>	1	26	3	1	22	7	10	8	9	11	7	9	7	11	12	8	8	11	4
Applies most to the Liberal Democrats	4	<b>4</b>	1	2	29	2	1	11	5	4	7	5	3	4	4	5	2	3	3	7	7
Applies to none of them	20	<b>21</b>	7	22	21	13	24	24	21	21	8	25	23	20	20	22	22	19	21	17	32
Don't know	15	<b>14</b>	5	17	3	8	16	10	12	16	26	16	13	8	12	17	18	15	13	11	11
Applies most to the Conservatives	20	<b>20</b>	6	35	28	7	34	24	21	19	18	19	19	23	17	24	16	18	20	26	18
Applies most to Labour	27	<b>28</b>	55	7	49	49	8	25	31	26	17	31	27	33	32	24	24	31	30	27	26
Applies most to the Liberal Democrats	31	<b>29</b>	25	42	5	26	39	32	29	29	32	27	30	30	31	27	37	27	26	30	33
Applies to none of them	7	<b>7</b>	6	4	7	7	6	7	6	8	2	8	9	7	7	7	7	7	8	5	14
Don't know	15	<b>15</b>	8	12	11	11	14	12	13	17	30	15	15	9	12	18	16	17	16	12	8

## 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	46	110
Male 25 to 39	196	228
Male 40 to 59	340	300
Male 60 +	274	226
Female 18 to 24	41	105
Female 25 to 39	278	226
Female 40 to 59	363	308
Female 60 +	240	276
<b>Region</b>		
North England	453	437
Midlands	291	292
East England	156	171
London	255	228
South England	425	407
Wales	74	89
Scotland	124	155
<b>Social Grade</b>		
AB	647	498
C1	526	516
C2	257	373
DE	348	391
<b>Newspaper Type</b>		
Express / Mail	412	284
Sun / Star	203	418
Mirror / Record	76	178
Guardian / Independent	84	80
FT / Times / Telegraph	130	169
Other Paper	245	204
No Paper	628	445
<b>Political Party Identification</b>		
Labour	520	578
Conservative	520	507
Liberal Democrat	211	213
SNP/Plaid Cymru	32	30
Others	80	23
None/ DK	415	427

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

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