

YouGov / The Sun Survey Results

Sample Size: 2436 GB Adults
Fieldwork: 8th - 9th 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	
Weighted Sample	2436	689	807	167	774	620	530	1184	1252	295	625	829	687	1390	1046	310	787	518	596	211	
Unweighted Sample	2436	691	730	191	764	546	581	1189	1247	185	605	928	718	1612	824	332	828	481	548	232	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	36	100	0	0	85	2	10	34	38	27	35	36	39	38	33	40	46	39	25	18
Lab	42	0	100	0	5	93	38	40	44	50	44	41	38	40	45	43	30	40	57	45
Lib Dem	9	0	0	100	1	1	36	9	8	12	9	7	10	10	6	8	12	8	7	5
Other	14	0	0	0	9	4	15	17	10	11	12	16	13	12	16	9	12	13	12	32

Other Parties Voting Intention

UKIP	6	0	0	0	7	1	8	8	5	6	4	8	7	6	7	4	7	7	8	4
SNP / PCY	2	0	0	0	0	1	1	3	2	1	2	2	3	2	2	0	0	0	0	21
BNP	2	0	0	0	2	0	1	2	2	3	1	2	2	1	3	3	2	2	2	1
Green	1	0	0	0	0	1	3	1	1	1	2	2	1	2	1	1	1	1	1	3
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	1	2	2	1	1	3	1	0	1	2	1	1	2	0	3

Non Voters

Would Not Vote	6	0	0	0	2	2	4	5	7	8	9	5	3	4	8	6	7	6	6	3
Don't know	15	0	0	0	12	9	21	11	19	16	17	16	12	15	14	15	16	17	13	11

7-8 Mar 8-9 Mar

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

Approve	29	30	77	3	44	62	4	24	32	28	20	29	30	35	33	25	29	37	32	22	18
Disapprove	56	56	8	92	37	24	88	62	57	55	57	55	58	54	53	60	54	47	52	67	72
Don't know	15	14	15	5	19	15	8	14	12	17	23	16	12	12	14	15	17	17	15	11	10

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

		22-23 Feb	8-9 Mar																			
Which of these would make the best Prime Minister?																						
	David Cameron	36	36	94	3	22	77	5	20	37	34	29	35	34	41	39	31	37	42	36	29	26
	Ed Miliband	24	23	0	63	7	3	61	18	24	22	26	23	24	22	22	25	23	14	25	32	28
	Nick Clegg	6	5	0	2	41	1	1	15	5	5	6	6	4	5	6	4	6	7	4	3	3
	Don't know	34	36	5	32	29	18	32	47	33	39	40	37	38	32	34	40	34	36	35	36	43
If you had to choose, which of the following options would be best for Britain?																						
	A majority Conservative government	27	29	80	2	4	70	3	8	30	28	22	26	28	37	30	28	32	38	29	21	19
	A coalition between the Conservatives and Liberal Democrats	12	10	17	0	41	13	1	18	10	9	6	10	10	12	13	6	10	12	10	8	6
	A coalition between Labour and the Liberal Democrats	12	12	1	15	32	1	11	28	12	11	15	14	11	9	11	12	14	10	11	13	13
	A majority Labour government	31	30	0	79	5	4	76	21	31	29	34	27	32	30	28	33	30	19	30	42	41
	Don't know	17	19	2	4	19	10	8	24	16	21	22	23	19	13	17	21	15	20	20	18	19

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	75	148
Male 25 to 39	270	304
Male 40 to 59	388	399
Male 60 +	408	297
Female 18 to 24	103	141
Female 25 to 39	363	293
Female 40 to 59	410	410
Female 60 +	329	351
Region		
North England	545	577
Midlands	376	381
East England	207	223
London	363	304
South England	570	533
Wales	65	116
Scotland	220	207
Social Grade		
AB	884	659
C1	721	666
C2	307	494
DE	434	523
Newspaper Type		
Express / Mail	495	344
Sun / Star	243	495
Mirror / Record	142	369
Guardian / Independent	165	71
FT / Times / Telegraph	240	202
Other Paper	277	274
No Paper	784	586
Political Party Identification		
Labour	661	774
Conservative	659	639
Liberal Democrat	255	286
Others	178	71
None/ DK	593	572

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