

YouGov / The Sun Survey Results

Sample Size: 2555 GB Adults
Fieldwork: 13th - 14th 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
Weighted Sample	2555	728	867	202	796	665	588	1241	1314	309	651	873	720	1457	1098	327	831	547	628	222
Unweighted Sample	2555	725	811	204	789	634	600	1226	1329	161	721	962	710	1748	807	403	837	496	594	225
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	36	100	0	0	86	3	9	33	38	25	34	32	46	38	32	37	48	35	25	20
Lab	42	0	100	0	6	92	40	44	41	49	46	47	32	39	47	40	31	48	53	42
Lib Dem	10	0	0	100	2	2	36	9	11	14	11	9	9	11	8	11	10	7	12	9
Other	12	0	0	0	5	4	16	14	11	12	9	13	14	11	13	12	12	9	9	29

Other Parties Voting Intention

UKIP	5	0	0	0	4	2	3	5	5	2	2	6	8	4	6	3	7	4	5	3
SNP / PCY	2	0	0	0	0	1	2	3	2	0	2	3	2	2	2	0	0	1	0	23
Green	2	0	0	0	0	1	6	2	3	8	3	2	1	3	2	5	2	2	2	2
BNP	2	0	0	0	1	1	3	3	1	1	2	2	3	1	3	4	1	2	3	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Other	1	0	0	0	0	0	2	1	0	2	0	1	0	1	0	1	1	0	0	0

Non Voters

Would Not Vote	6	0	0	0	2	2	4	5	7	8	9	5	3	5	8	5	7	5	6	7
Don't know	14	0	0	0	9	10	22	10	17	14	16	15	11	13	15	14	14	13	14	14

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

	12-13 April	13-14 Apr	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
Approve	30	31	79	2	47	65	7	22	33	29	23	31	27	38	36	24	32	37	32	23	22	
Disapprove	55	55	9	92	34	19	86	64	55	55	56	52	59	52	52	59	54	49	55	61	64	
Don't know	14	14	12	6	19	16	7	14	12	16	20	16	14	10	12	17	13	14	13	16	14	

Fieldwork: 13th - 14th 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
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

30-31
Mar
13-14
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?

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	29	29	84	2	5	71	5	9	29	29	20	25	25	41	33	24	29	36	30	23	19
Applies most to Labour	30	29	2	74	6	4	71	22	33	25	29	29	32	25	28	30	27	22	34	35	26
Applies most to the Liberal Democrats	10	11	4	4	72	5	3	32	11	10	16	11	10	9	12	9	12	10	9	11	14
Applies to none of them	18	20	5	13	9	14	12	24	18	22	18	19	23	19	18	23	20	21	18	20	26
Don't know	14	11	4	7	9	6	9	12	9	14	17	16	11	5	9	14	11	12	8	12	16
Applies most to the Conservatives	25	25	70	2	17	59	5	10	25	25	22	21	22	34	29	20	26	30	27	19	17
Applies most to Labour	17	17	1	47	6	2	44	13	20	15	21	18	19	14	16	19	17	10	20	24	20
Applies most to the Liberal Democrats	4	4	2	1	32	2	1	10	4	4	5	5	3	3	4	4	4	4	3	5	5
Applies to none of them	36	38	17	37	28	27	35	48	38	38	34	36	41	38	36	40	37	38	37	37	43
Don't know	17	16	10	13	18	10	14	19	13	18	18	20	15	11	14	17	16	17	13	15	15
Applies most to the Conservatives	57	55	90	38	37	83	40	46	56	54	44	51	56	63	59	50	54	59	60	50	46
Applies most to Labour	10	11	1	29	10	2	29	8	12	11	12	11	12	10	10	13	10	7	14	15	12
Applies most to the Liberal Democrats	4	5	2	3	33	1	2	14	6	5	8	7	4	4	6	4	5	5	3	6	10
Applies to none of them	15	16	3	18	11	9	16	20	16	16	16	15	17	17	16	17	19	17	14	16	17
Don't know	13	12	4	13	10	5	12	13	10	14	20	16	11	6	10	15	12	12	9	14	15
Applies most to the Liberal Democrats	35	35	30	51	12	29	51	31	36	34	39	34	35	33	37	32	36	32	32	38	44
Applies most to Labour	27	25	53	5	44	48	6	21	26	24	17	24	25	31	27	23	26	29	29	20	13
Applies most to the Conservatives	17	19	6	30	17	9	27	24	19	18	20	15	19	21	18	20	17	17	19	22	19
Applies to none of them	8	8	5	6	11	6	5	9	7	8	8	8	8	6	7	9	8	8	9	7	6
Don't know	14	14	7	8	16	8	10	16	11	16	16	18	13	10	12	17	13	15	12	14	17

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	60	158
	Male 25 to 39	326	327
	Male 40 to 59	462	432
	Male 60 +	378	324
	Female 18 to 24	101	151
	Female 25 to 39	395	324
	Female 40 to 59	500	442
	Female 60 +	332	396
Region			
	North England	594	628
	Midlands	370	419
	East England	238	245
	London	403	327
	South England	599	586
	Wales	126	128
	Scotland	225	222
Social Grade			
	AB	965	716
	C1	783	741
	C2	363	536
	DE	444	562
Newspaper Type			
	Express / Mail	526	383
	Sun / Star	322	549
	Mirror / Record	177	396
	Guardian / Independent	150	77
	FT / Times / Telegraph	232	217
	Other Paper	303	295
	No Paper	845	639
Political Party Identification			
	Labour	794	831
	Conservative	724	728
	Liberal Democrat	291	306
	Others	184	77
	None/ DK	562	613

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