

YouGov Survey Results

Sample Size: 2175 GB Adults
Fieldwork: 30th - 31st 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	2175	600	713	177	699	582	462	1057	1118	263	555	744	613	1240	935	278	707	465	535	189	
Unweighted Sample	2175	567	660	190	651	542	511	1060	1115	164	589	836	586	1451	724	314	682	451	498	230	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	35	100	0	0	84	3	15	35	36	29	34	34	40	36	34	42	45	37	26	14
Lab	42	0	100	0	6	92	32	42	41	47	43	46	34	40	44	40	31	40	59	42
Lib Dem	10	0	0	100	2	1	42	9	12	16	11	8	10	11	9	9	13	10	8	12
Other	13	0	0	0	8	4	11	14	11	8	11	12	16	12	13	9	12	13	8	32

Other Parties Voting Intention

UKIP	5	0	0	0	5	1	3	6	4	1	3	5	8	4	6	3	7	6	4	3
SNP / PCY	3	0	0	0	1	1	3	4	2	0	3	3	3	3	3	0	0	2	0	26
Green	2	0	0	0	0	0	4	2	2	4	2	1	1	3	1	5	2	1	2	1
BNP	2	0	0	0	1	0	0	2	1	2	2	1	2	1	2	1	2	3	1	1
Other	1	0	0	0	1	0	1	0	1	1	0	1	0	0	1	1	1	0	0	1
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0

Non Voters

Would Not Vote	6	0	0	0	3	1	6	5	8	8	11	6	3	6	7	8	6	6	7	5
Don't know	15	0	0	0	12	7	23	10	20	17	18	15	13	14	16	15	16	14	16	13

29-30
March

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

Approve	30	31	80	4	50	61	6	28	36	26	26	30	28	37	35	26	33	37	32	25	20
Disapprove	56	55	8	91	32	25	86	57	55	54	52	48	61	54	51	59	50	46	53	65	67
Don't know	14	15	12	5	18	14	8	15	9	22	22	11	9	14	15	17	17	15	11	12	

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

16-17
March

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

Applies most to the Conservatives	28	29	83	3	10	68	5	13	31	26	20	25	28	37	30	26	32	37	28	20	19
Applies most to Labour	29	30	2	79	7	5	75	20	32	28	31	29	32	27	28	31	30	21	29	40	34
Applies most to the Liberal Democrats	10	10	3	3	62	3	3	31	11	9	13	12	9	9	13	6	7	11	11	9	11
Applies to none of them	20	18	5	10	10	14	11	20	18	18	11	17	20	19	18	18	15	15	19	19	29
Don't know	13	14	7	5	11	10	7	15	8	19	25	18	11	8	11	17	17	15	14	12	8

It is led by people of real ability

Applies most to the Conservatives	23	25	73	3	15	59	5	13	27	24	20	25	21	34	27	23	29	31	27	18	14
Applies most to Labour	17	17	1	47	6	2	46	11	19	15	19	17	18	15	17	18	17	14	14	24	17
Applies most to the Liberal Democrats	4	4	1	2	31	1	1	13	4	3	6	5	3	3	4	4	4	4	5	2	4
Applies to none of them	38	36	14	37	32	26	34	44	37	36	29	33	42	37	36	37	33	31	37	39	53
Don't know	18	17	11	11	15	12	13	20	12	22	27	21	16	12	16	19	17	19	18	16	12

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	55	57	90	45	42	81	46	49	60	54	54	51	56	65	61	52	59	58	62	55	49
Applies most to Labour	11	10	1	28	4	1	27	5	11	9	9	10	11	10	10	11	8	8	9	13	14
Applies most to the Liberal Democrats	5	4	1	2	33	2	1	14	5	4	6	5	3	4	5	4	3	6	4	3	3
Applies to none of them	15	15	3	14	13	8	14	18	15	14	11	14	17	14	14	16	13	15	11	16	23
Don't know	14	13	4	10	8	7	12	14	9	18	20	19	13	6	11	16	16	13	14	13	11

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

Applies most to the Conservatives	36	17	3	33	14	7	31	14	18	16	17	18	18	15	15	19	15	13	21	19	16
Applies most to Labour	24	27	56	5	49	47	6	31	31	23	18	26	27	31	30	23	29	29	29	22	27
Applies most to the Liberal Democrats	17	35	30	53	11	30	51	29	37	33	41	30	34	38	35	34	31	35	32	39	37
Applies to none of them	7	8	4	3	10	6	5	9	6	9	6	6	9	8	7	8	8	6	6	10	8
Don't know	15	14	7	6	15	9	7	16	9	19	19	20	12	8	12	16	16	17	13	11	12

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

29-30
March

Do you think Britain, France, the US and other countries are right or wrong to take military action in Libya?

Right	46	41	54	40	43	49	41	37	52	31	46	40	38	44	45	37	42	41	41	42	41
Wrong	36	40	29	45	39	33	44	42	38	42	33	35	45	42	37	44	36	40	42	40	42
Don't know	18	19	17	15	18	17	15	21	10	27	21	25	17	14	18	20	22	19	17	18	17

Overall do you think the coalition's military action in Libya is going well or badly?

Very well	7	5	7	6	2	6	6	3	7	2	7	5	4	4	5	4	6	4	5	4	2
Fairly well	48	44	60	39	47	53	38	44	52	36	46	42	42	47	46	41	41	45	45	45	42
TOTAL WELL	55	49	67	45	49	59	44	47	59	38	53	47	46	51	51	45	47	49	50	49	44
Fairly badly	15	21	16	25	23	17	24	22	19	23	17	19	24	22	21	21	18	20	19	23	30
Very badly	5	6	2	10	4	3	10	6	7	6	4	5	8	6	6	7	6	6	8	5	5
TOTAL WELL	20	27	18	35	27	20	34	28	26	29	21	24	32	28	27	28	24	26	27	28	35
Don't know	24	24	15	20	24	21	22	25	15	33	25	29	23	21	22	27	29	25	23	23	21

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	64	135
	Male 25 to 39	271	278
	Male 40 to 59	417	368
	Male 60 +	308	276
	Female 18 to 24	100	128
	Female 25 to 39	318	276
	Female 40 to 59	419	376
	Female 60 +	278	337
Region			
	North England	498	535
	Midlands	323	357
	East England	189	209
	London	314	278
	South England	493	498
	Wales	128	109
	Scotland	230	189
Social Grade			
	AB	833	609
	C1	618	631
	C2	339	457
	DE	385	479
Newspaper Type			
	Express / Mail	353	326
	Sun / Star	257	468
	Mirror / Record	174	337
	Guardian / Independent	177	65
	FT / Times / Telegraph	222	185
	Other Paper	292	250
	No Paper	700	544
Political Party Identification			
	Labour	651	707
	Conservative	571	620
	Liberal Democrat	256	261
	Others	163	65
	None/ DK	534	522

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