

# YouGov / The Sun Survey Results

Sample Size: 2051 GB Adults  
Fieldwork: 2nd - 3rd February 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	
<b>Weighted Sample</b>	<b>2051</b>	592	708	140	636	573	452	997	1054	248	523	701	578	1169	882	263	667	439	505	178
<b>Unweighted Sample</b>	<b>2051</b>	629	621	150	667	492	483	1030	1021	158	559	830	504	1402	649	298	671	377	499	206
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>37</b>	100	0	0	90	3	13	37	37	25	35	36	45	40	33	38	47	37	32	16
Lab	<b>44</b>	0	100	0	4	93	39	42	47	53	49	43	39	41	50	44	31	45	57	58
Lib Dem	<b>9</b>	0	0	100	2	1	35	10	8	10	10	8	8	10	7	8	12	10	6	4
Other	<b>10</b>	0	0	0	4	3	13	12	8	12	7	13	8	9	11	10	11	8	5	22

## Other Parties Voting Intention

UKIP	<b>3</b>	0	0	0	3	1	3	4	3	4	1	6	3	3	4	2	6	2	3	1
SNP / PCY	<b>2</b>	0	0	0	0	1	3	2	2	2	2	2	3	2	2	0	0	2	0	17
Green	<b>2</b>	0	0	0	0	0	6	2	1	3	2	2	0	2	1	3	3	1	1	1
BNP	<b>1</b>	0	0	0	0	0	1	2	1	1	1	2	1	1	2	3	1	2	1	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	1	1	0	3	1	1	0	1	1	2	1	0	0	2

## Non Voters

Would Not Vote	<b>8</b>	0	0	0	3	1	8	7	9	14	11	7	4	6	11	9	8	7	9	7
Don't know	<b>14</b>	0	0	0	12	7	20	11	18	13	17	16	10	13	15	15	16	15	12	13

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

	1 - 2 Feb	2 - 3 Feb																			
Approve	30	<b>30</b>	79	4	41	66	7	22	35	26	25	27	31	35	34	26	33	35	32	25	19
Disapprove	55	<b>56</b>	8	90	38	18	85	65	54	57	60	54	57	54	52	61	51	50	54	62	69
Don't know	14	<b>14</b>	13	6	20	16	8	13	11	17	15	19	12	11	14	14	16	15	14	13	12

	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> 2051	592	708	140	636	573	452	997	1054	248	523	701	578	1169	882	263	667	439	505	178
Unweighted Sample	629	621	150	667	492	483	1030	1021	158	559	830	504	1402	649	298	671	377	499	206
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

19-20  
Jan  
2 - 3  
Feb

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 Labour	29	32	1	79	5	3	76	28	32	32	37	29	32	32	31	33	28	22	33	41	45
Applies most to the Conservatives	29	29	84	3	6	72	6	9	30	27	21	23	29	38	32	24	28	36	29	24	16
Applies most to the Liberal Democrats	9	10	4	4	73	5	3	33	12	9	10	14	9	10	12	8	12	13	10	7	7
Applies to none of them	21	17	8	7	10	13	8	18	18	17	19	16	20	15	15	20	17	18	16	17	20
Don't know	12	12	4	7	7	7	7	12	8	15	13	18	11	6	9	14	15	11	12	10	13

It is led by people of real ability

Applies most to the Conservatives	25	25	71	3	14	60	4	12	26	23	21	21	23	33	27	23	27	30	24	22	13
Applies most to Labour	16	20	1	51	4	2	52	13	19	20	26	18	17	21	18	22	18	13	20	26	27
Applies most to the Liberal Democrats	4	4	1	1	37	1	2	14	5	3	4	6	4	4	4	4	3	6	5	3	3
Applies to none of them	38	34	16	31	31	24	26	43	36	32	32	32	40	30	36	32	35	35	32	32	39
Don't know	17	17	11	14	13	13	15	18	13	21	18	22	16	13	16	19	17	16	19	16	18

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	56	59	92	47	50	84	48	52	59	59	47	56	60	66	63	54	56	61	59	60	51
Applies most to Labour	11	11	1	27	5	1	28	10	12	11	15	10	10	12	11	12	12	9	11	12	16
Applies most to the Liberal Democrats	5	4	1	3	29	1	3	13	6	3	4	5	4	5	4	4	4	5	5	4	4
Applies to none of them	16	13	4	12	9	8	11	14	14	13	16	13	16	9	12	14	13	15	11	13	14
Don't know	13	12	2	11	7	6	11	12	8	15	18	17	10	7	10	15	15	9	15	11	14

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

Applies most to the Liberal Democrats	34	33	28	51	10	28	49	30	32	34	41	31	31	34	35	31	30	27	34	41	37
Applies most to Labour	27	27	57	4	47	51	6	26	31	23	19	26	27	31	29	23	29	34	24	22	16
Applies most to the Conservatives	19	18	4	32	17	6	31	20	16	19	17	15	18	21	16	20	15	15	20	17	28
Applies to none of them	7	7	4	4	7	6	5	7	8	7	5	8	9	6	7	8	7	8	7	7	6
Don't know	14	15	7	9	19	9	9	17	12	17	18	20	15	8	13	17	18	15	15	13	13

## 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	<b>65</b>	<b>127</b>
	Male 25 to 39	<b>252</b>	<b>263</b>
	Male 40 to 54	<b>436</b>	<b>347</b>
	Male 55 +	<b>277</b>	<b>260</b>
	Female 18 to 24	<b>93</b>	<b>121</b>
	Female 25 to 39	<b>307</b>	<b>260</b>
	Female 40 to 54	<b>394</b>	<b>355</b>
	Female 55 +	<b>227</b>	<b>318</b>
<b>Region</b>			
	North England	<b>499</b>	<b>505</b>
	Midlands	<b>273</b>	<b>336</b>
	East England	<b>223</b>	<b>197</b>
	London	<b>298</b>	<b>263</b>
	South England	<b>448</b>	<b>470</b>
	Wales	<b>104</b>	<b>103</b>
	Scotland	<b>206</b>	<b>178</b>
<b>Social Grade</b>			
	AB	<b>808</b>	<b>574</b>
	C1	<b>594</b>	<b>595</b>
	C2	<b>314</b>	<b>431</b>
	DE	<b>335</b>	<b>451</b>
<b>Newspaper Type</b>			
	Express / Mail	<b>424</b>	<b>308</b>
	Sun / Star	<b>262</b>	<b>441</b>
	Mirror / Record	<b>138</b>	<b>318</b>
	Guardian / Independent	<b>128</b>	<b>62</b>
	FT / Times / Telegraph	<b>206</b>	<b>174</b>
	Other Paper	<b>243</b>	<b>236</b>
	No Paper	<b>650</b>	<b>513</b>
<b>Political Party Identification</b>			
	Labour	<b>585</b>	<b>667</b>
	Conservative	<b>624</b>	<b>585</b>
	Liberal Democrat	<b>246</b>	<b>246</b>
	Others	<b>127</b>	<b>62</b>
	None/ DK	<b>469</b>	<b>492</b>

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