

# YouGov / The Sun Survey Results

Sample Size: 1694 GB Adults  
Fieldwork: 30th - 31st May 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>1694</b>	403	598	117	515	441	357	823	871	205	432	579	478	966	728	217	551	363	417	147
<b>Unweighted Sample</b>	<b>1694</b>	402	552	119	516	428	381	812	882	89	431	701	473	1103	591	186	498	413	441	156
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>31</b>	100	0	0	77	2	9	28	33	25	30	30	34	37	22	33	41	30	21	17
Lab	<b>45</b>	0	100	0	8	94	40	46	44	55	47	50	35	40	52	46	35	45	58	45
Lib Dem	<b>9</b>	0	0	100	0	2	31	10	8	12	10	8	7	10	7	6	10	10	9	6
Other	<b>15</b>	0	0	0	15	2	20	16	15	8	12	12	24	13	18	15	13	15	12	32

## Other Parties Voting Intention

UKIP	<b>8</b>	0	0	0	13	1	4	8	7	1	4	6	15	6	10	8	8	9	7	2
SNP / PCY	<b>3</b>	0	0	0	0	1	3	3	3	0	2	3	5	3	3	0	0	1	0	28
Green	<b>3</b>	0	0	0	1	0	10	3	3	7	5	2	2	3	3	6	2	3	3	1
BNP	<b>1</b>	0	0	0	1	0	0	1	1	0	0	1	1	1	1	0	1	1	1	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	2	2	0	0	2	1	1	1	1	0	1	1	1	2

## Non Voters

Would Not Vote	<b>8</b>	0	0	0	4	2	4	9	8	21	10	7	4	9	8	7	11	8	6	8
Don't know	<b>14</b>	0	0	0	12	10	19	8	18	11	14	13	15	13	15	14	15	12	13	12

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

	May 29-30	May 30-31	Voting intention			2010 Vote			Gender		Age				Social grade		Region				
Approve	25	<b>24</b>	68	4	46	44	6	20	26	22	25	27	21	24	29	16	24	29	22	18	22
Disapprove	61	<b>63</b>	17	90	44	41	87	69	65	61	53	56	68	67	57	71	60	55	66	70	69
Don't know	15	<b>13</b>	15	6	10	15	7	11	10	17	22	17	11	9	13	13	16	15	12	12	9

Fieldwork: 30th - 31st May 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>1694</b>	<b>403</b>	<b>598</b>	<b>117</b>	<b>515</b>	<b>441</b>	<b>357</b>	<b>823</b>	<b>871</b>	<b>205</b>	<b>432</b>	<b>579</b>	<b>478</b>	<b>966</b>	<b>728</b>	<b>217</b>	<b>551</b>	<b>363</b>	<b>417</b>	<b>147</b>	
Unweighted Sample	1694	402	552	119	516	428	381	812	882	89	431	701	473	1103	591	186	498	413	441	156	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	May 16-17	May 30-31																			
<b>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?</b>																					
<b>It seems rather old and tired</b>																					
Applies most to the Conservatives	33	<b>34</b>	4	56	32	12	55	45	36	32	33	35	37	31	31	39	34	30	34	39	37
Applies most to Labour	29	<b>26</b>	59	7	42	48	7	25	27	26	16	27	24	33	32	19	26	30	25	22	27
Applies most to the Liberal Democrats	13	<b>13</b>	18	13	2	17	13	6	14	12	10	10	14	16	13	13	10	13	12	15	14
Applies to none of them	11	<b>11</b>	11	11	13	11	9	12	12	11	18	8	12	11	11	11	14	11	14	9	7
Don't know	15	<b>16</b>	8	12	10	12	15	13	12	19	24	21	14	10	14	18	16	17	15	14	15
<b>Even if I don't always agree with it, at least its heart is in the right place</b>																					
Applies most to the Conservatives	21	<b>21</b>	64	3	10	50	5	9	20	21	16	20	18	26	24	17	20	25	22	17	11
Applies most to Labour	34	<b>32</b>	4	70	14	9	66	32	34	31	35	30	37	28	30	36	34	27	31	39	35
Applies most to the Liberal Democrats	15	<b>14</b>	12	8	60	8	9	31	16	12	11	16	13	13	16	11	10	14	14	15	13
Applies to none of them	21	<b>20</b>	12	9	11	22	11	16	20	21	19	16	21	24	19	22	20	19	21	19	29
Don't know	9	<b>13</b>	8	9	5	11	9	11	10	15	19	18	10	8	11	15	16	15	11	10	13
<b>It seems to have succeeded in moving on and left its past behind it</b>																					
Applies most to the Conservatives	15	<b>16</b>	46	4	16	33	5	11	17	14	15	20	15	13	20	11	20	18	16	12	16
Applies most to Labour	22	<b>22</b>	4	44	15	9	39	26	24	19	19	16	22	27	18	27	14	19	23	27	23
Applies most to the Liberal Democrats	7	<b>7</b>	7	5	20	4	4	10	6	7	9	7	6	6	8	4	8	6	6	6	10
Applies to none of them	41	<b>40</b>	32	33	36	40	37	39	41	39	35	33	43	44	40	39	40	38	40	41	41
Don't know	14	<b>16</b>	10	13	13	13	15	15	12	20	23	23	13	11	14	19	18	19	15	14	11
<b>It seems to appeal to one section of society rather than to the whole country</b>																					
Applies most to the Conservatives	55	<b>51</b>	19	76	48	25	75	62	51	51	47	47	54	51	47	56	48	45	51	56	61
Applies most to Labour	20	<b>22</b>	51	6	27	46	6	15	23	21	18	20	20	26	25	17	21	27	22	18	15
Applies most to the Liberal Democrats	6	<b>8</b>	12	5	13	10	5	7	9	7	5	8	8	10	9	6	5	7	9	9	9
Applies to none of them	8	<b>7</b>	9	4	5	9	3	5	8	6	7	6	8	7	7	7	10	7	6	6	8
Don't know	10	<b>13</b>	8	9	7	10	11	12	10	15	22	19	10	6	12	14	17	14	11	12	7

## 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	34	105
Male 25 to 39	182	217
Male 40 to 59	342	286
Male 60 +	254	215
Female 18 to 24	55	100
Female 25 to 39	249	215
Female 40 to 59	359	293
Female 60 +	219	263
<b>Region</b>		
North England	441	417
Midlands	301	278
East England	139	163
London	186	217
South England	359	388
Wales	112	85
Scotland	156	147
<b>Social Grade</b>		
AB	606	474
C1	497	491
C2	251	356
DE	340	373
<b>Newspaper Type</b>		
Express / Mail	377	271
Sun / Star	177	398
Mirror / Record	91	169
Guardian / Independent	92	76
FT / Times / Telegraph	131	161
Other Paper	211	195
No Paper	615	424
<b>Political Party Identification</b>		
Labour	519	551
Conservative	466	483
Liberal Democrat	202	203
SNP/Plaid Cymru	35	29
Others	73	22
None/ DK	399	407

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