

## YouGov / The Sun Survey Results

Sample Size: 1763 GB Adults  
Fieldwork: 29th - 30th April 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>1763</b>	476	578	109	554	459	391	857	906	213	450	603	497	1005	758	226	573	377	434	153	
Unweighted Sample	1763	462	560	122	538	452	397	853	910	143	502	688	430	1163	600	369	527	316	378	173	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>35</b>	100	0	0	83	3	14	34	36	39	33	31	39	39	29	37	42	35	31	13
Lab	<b>42</b>	0	100	0	4	91	39	41	43	44	38	47	39	38	48	45	33	45	52	38
Lib Dem	<b>8</b>	0	0	100	1	1	30	8	8	8	9	8	6	9	6	8	10	5	7	8
Other	<b>15</b>	0	0	0	12	5	17	17	13	10	20	14	15	14	17	9	15	15	9	41

### Other Parties Voting Intention

UKIP	<b>7</b>	0	0	0	9	2	5	7	6	1	6	6	10	5	8	4	10	7	4	3
SNP / PCY	<b>4</b>	0	0	0	1	2	3	4	3	2	5	3	4	4	4	0	0	3	0	32
Green	<b>2</b>	0	0	0	1	1	6	3	2	4	5	2	0	3	2	2	2	3	2	3
BNP	<b>1</b>	0	0	0	1	0	2	1	1	2	2	1	0	1	1	1	1	0	2	1
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Other	<b>1</b>	0	0	0	0	0	2	1	1	0	2	1	1	1	1	1	1	1	1	2

### Non Voters

Would Not Vote	<b>7</b>	0	0	0	3	2	5	4	9	14	9	5	3	6	7	7	6	6	8	7
Don't know	<b>16</b>	0	0	0	13	8	22	10	21	12	22	12	15	15	17	14	17	17	15	10

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

	April 26-27	April 29-30	Voting intention		2010 Vote			Gender		Age				Social grade		Region					
Approve	22	<b>25</b>	73	2	37	53	4	21	26	24	22	24	24	28	28	21	27	28	28	21	15
Disapprove	64	<b>61</b>	10	96	41	29	92	66	62	59	57	55	65	63	57	66	58	57	59	65	72
Don't know	13	<b>14</b>	17	3	22	18	4	12	11	17	21	20	12	9	15	13	15	15	14	14	13

Fieldwork: 29th - 30th April 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
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<b>Weighted Sample</b>	<b>1763</b>	476	578	109	554	459	391	857	906	213	450	603	497	1005	758	226	573	377	434	153	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		March 25-26	April 29-30																		
<b>Here is a list of problems facing the country. Could you say for each of them which political party you think would handle the problem best?</b>																					
<b>National Health Service</b>																					
Conservative	23	<b>22</b>	70	2	9	58	3	8	25	20	22	16	21	29	25	19	25	27	25	16	10
Labour	39	<b>37</b>	7	88	13	7	80	39	39	35	35	32	42	37	36	39	39	33	35	45	39
Liberal Democrat	6	<b>6</b>	2	1	58	2	1	19	6	5	8	6	6	5	7	5	5	6	5	7	6
Other	5	<b>5</b>	1	1	1	5	1	5	6	5	6	6	4	6	5	6	3	6	5	3	13
None	13	<b>13</b>	11	3	8	15	7	12	11	15	9	14	13	14	13	13	12	12	14	13	14
Don't know	15	<b>16</b>	10	5	12	13	9	17	12	20	20	26	13	10	14	19	16	16	17	16	18
<b>Asylum and immigration</b>																					
Conservative	32	<b>30</b>	74	13	29	57	13	24	32	29	35	27	31	30	35	24	33	34	30	28	20
Labour	17	<b>17</b>	1	46	7	2	40	15	17	17	18	14	17	18	16	18	19	13	17	19	18
Liberal Democrat	6	<b>6</b>	1	3	49	2	2	18	6	5	6	6	6	6	6	5	6	7	3	6	8
Other	10	<b>11</b>	8	5	0	13	7	6	14	8	13	9	10	12	10	12	8	12	11	10	14
None	18	<b>18</b>	9	18	6	15	20	19	17	19	6	16	20	22	17	19	17	16	20	17	23
Don't know	16	<b>18</b>	7	15	10	11	17	19	14	23	23	28	15	12	16	22	17	18	19	19	17
<b>Law and order</b>																					
Conservative	33	<b>31</b>	82	7	31	66	8	22	32	29	28	24	33	36	35	25	33	35	30	28	21
Labour	24	<b>24</b>	2	66	3	3	60	19	25	24	20	21	28	25	22	28	25	19	25	30	26
Liberal Democrat	5	<b>6</b>	1	3	50	1	2	18	7	5	8	7	5	5	6	5	6	6	3	6	8
Other	7	<b>7</b>	3	2	0	7	2	5	9	5	10	7	6	7	7	8	5	8	8	5	11
None	14	<b>14</b>	6	9	5	11	12	14	13	14	9	14	14	15	14	13	13	13	14	13	19
Don't know	16	<b>18</b>	7	14	10	11	15	22	13	23	25	27	15	12	16	21	18	19	19	19	15
<b>Education and schools</b>																					
Conservative	26	<b>26</b>	76	3	11	63	4	10	27	25	24	18	25	34	29	21	25	30	26	24	15
Labour	31	<b>32</b>	4	81	7	5	74	30	33	30	28	27	38	30	30	34	35	23	33	39	33
Liberal Democrat	9	<b>9</b>	4	4	67	4	3	26	10	8	13	9	8	7	10	7	7	11	7	9	9
Other	6	<b>6</b>	1	1	1	4	1	6	7	4	7	7	4	7	6	6	4	6	6	3	14
None	13	<b>12</b>	6	5	5	11	8	12	12	12	8	13	12	13	12	12	12	12	12	11	13
Don't know	15	<b>16</b>	9	7	9	13	10	17	11	21	20	27	13	9	13	20	16	17	17	14	17

Fieldwork: 29th - 30th April 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>1763</b>	476	578	109	554	459	391	857	906	213	450	603	497	1005	758	226	573	377	434	153	
Unweighted Sample		1763	462	560	122	538	452	397	853	910	143	502	688	430	1163	600	369	527	316	378	173	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Taxation</b>																						
	Conservative	25	25	78	2	12	60	4	12	27	23	24	19	25	29	28	20	29	27	28	20	14
	Labour	28	30	4	76	9	5	70	25	30	29	29	24	34	30	28	32	30	24	29	36	32
	Liberal Democrat	9	8	2	5	66	4	3	24	9	7	12	9	8	6	9	6	7	9	5	9	9
	Other	6	7	2	1	1	7	1	5	8	5	8	7	5	8	6	7	5	9	6	3	13
	None	15	15	7	9	5	12	12	16	15	15	8	15	15	18	14	16	13	14	18	14	18
	Don't know	16	16	7	7	7	11	11	18	11	21	19	26	13	9	14	18	16	17	14	17	14
<b>Unemployment</b>																						
	Conservative	23	22	71	2	12	53	4	10	24	21	25	19	22	25	25	19	22	29	25	17	7
	Labour	32	32	5	79	13	6	71	31	35	29	32	27	36	32	30	34	36	25	30	41	32
	Liberal Democrat	6	5	1	1	55	2	1	17	6	5	6	5	6	5	6	5	6	6	4	6	9
	Other	6	6	1	1	0	6	1	5	7	4	6	6	5	6	6	5	3	7	6	2	12
	None	16	17	11	10	8	18	13	16	16	17	12	16	17	21	16	18	16	16	20	14	23
	Don't know	18	18	11	8	12	15	10	21	12	23	20	28	15	11	17	19	18	18	16	19	17
<b>The economy in general</b>																						
	Conservative	30	28	86	2	17	66	5	15	31	25	31	23	25	35	32	23	29	34	29	24	11
	Labour	26	27	0	73	8	2	65	23	28	25	20	23	32	27	25	29	26	20	27	35	28
	Liberal Democrat	5	5	1	1	49	2	1	16	5	5	8	4	5	4	6	4	5	5	4	4	6
	Other	6	6	1	1	0	5	1	6	8	4	8	7	5	6	6	6	4	7	6	4	12
	None	14	17	7	11	13	14	15	20	16	19	14	17	17	18	16	19	17	16	17	16	27
	Don't know	18	17	5	11	12	12	13	21	12	23	20	27	16	10	16	19	18	18	18	17	15
<b>Europe</b>																						
	Conservative	25	23	66	5	14	50	5	15	24	22	25	20	23	26	26	20	24	26	23	22	14
	Labour	21	21	2	56	7	2	52	18	22	20	19	17	24	22	20	22	23	17	21	25	20
	Liberal Democrat	8	8	3	6	53	5	4	21	8	7	10	7	9	6	9	6	9	8	6	8	8
	Other	11	11	10	3	4	14	5	7	15	7	10	11	9	13	11	10	7	14	12	7	17
	None	16	18	9	15	10	16	17	18	17	18	9	16	20	20	16	21	14	16	20	18	24
	Don't know	19	20	10	15	12	13	17	22	14	25	28	29	15	13	18	22	22	20	19	20	17

Fieldwork: 29th - 30th April 2012

**Weighted Sample**  
Unweighted Sample

Total	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	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>1763</b>	476	578	109	554	459	391	857	906	213	450	603	497	1005	758	226	573	377	434	153	
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.**

Sticks to what he believes in	26	<b>25</b>	55	12	23	48	13	18	27	24	18	23	28	28	26	24	22	27	27	26	19
Charismatic	21	<b>23</b>	43	11	27	35	11	24	25	20	28	26	20	20	25	20	26	22	21	25	18
Decisive	22	<b>18</b>	40	6	19	31	7	14	18	17	23	19	17	15	20	15	19	21	18	15	13
A natural leader	18	<b>16</b>	40	5	22	29	6	14	17	15	21	18	15	14	17	15	19	18	15	14	11
Strong	18	<b>15</b>	42	4	19	31	4	10	14	17	15	19	14	14	17	13	18	16	17	13	12
Honest	13	<b>14</b>	43	1	14	34	2	10	15	14	10	10	13	22	16	12	16	16	14	14	9
Good in a crisis	15	<b>11</b>	34	2	10	26	2	6	11	11	14	10	10	13	12	10	11	12	11	12	7
In touch with the concerns of ordinary people	6	<b>7</b>	20	1	6	15	1	3	6	7	10	5	6	7	7	6	6	9	5	6	5
None of these	41	<b>45</b>	11	70	28	21	68	47	46	45	39	37	50	50	42	49	41	43	48	44	56
Don't know	8	<b>6</b>	3	3	3	5	4	3	4	8	13	9	3	3	5	8	6	5	5	6	7

**Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that apply.**

In touch with the concerns of ordinary people	24	<b>23</b>	7	56	8	6	48	23	26	21	20	15	29	25	20	27	25	22	22	26	22
Sticks to what he believes in	17	<b>18</b>	6	40	8	6	35	14	21	15	20	14	19	18	17	19	18	16	18	21	15
Honest	18	<b>18</b>	5	42	7	6	38	16	21	15	17	11	20	21	17	18	19	16	19	20	12
Decisive	6	<b>8</b>	2	21	6	1	20	8	9	8	8	5	10	10	7	10	6	8	10	9	8
Strong	6	<b>7</b>	2	17	1	2	15	3	7	6	7	5	7	6	6	8	6	7	7	7	4
Charismatic	4	<b>5</b>	2	10	5	1	9	5	6	4	6	3	5	5	4	5	4	4	4	6	5
Good in a crisis	4	<b>5</b>	0	13	3	1	11	4	6	4	7	3	6	5	4	6	6	4	5	5	3
A natural leader	3	<b>4</b>	0	12	1	0	11	3	4	4	5	2	5	5	3	6	3	4	6	4	3
None of these	48	<b>53</b>	76	22	62	74	29	57	54	52	42	53	51	60	56	49	46	59	55	47	54
Don't know	15	<b>13</b>	9	7	10	11	8	9	9	16	23	19	9	6	11	15	16	11	12	14	10

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

Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.

Honest	12	<b>12</b>	22	3	51	16	5	19	12	11	8	12	13	13	15	7	10	15	12	11	9
Charismatic	11	<b>12</b>	20	7	32	15	6	16	14	10	12	13	12	10	12	11	13	13	10	12	7
In touch with the concerns of ordinary people	12	<b>11</b>	19	5	40	13	5	21	11	12	8	15	10	10	13	9	13	13	8	11	8
Sticks to what he believes in	9	<b>8</b>	17	2	25	14	4	10	9	8	3	9	9	10	10	6	8	9	9	7	5
Strong	4	<b>4</b>	6	1	21	4	1	8	4	4	3	5	3	3	4	4	5	3	4	4	4
A natural leader	4	<b>4</b>	6	2	24	4	2	9	4	4	2	6	4	4	5	4	4	5	4	4	3
Decisive	5	<b>3</b>	4	1	16	3	1	5	3	3	3	4	2	3	3	3	5	3	3	2	3
Good in a crisis	3	<b>2</b>	2	1	20	1	1	6	3	2	2	2	3	2	2	2	3	2	2	2	2
None of these	57	<b>60</b>	43	80	15	50	78	52	62	59	57	51	64	67	58	64	56	57	63	62	70
Don't know	13	<b>11</b>	9	6	7	12	6	8	8	14	19	16	8	7	10	13	14	11	10	11	11

## 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	67	109
Male 25 to 39	223	226
Male 40 to 59	330	298
Male 60 +	233	224
Female 18 to 24	76	104
Female 25 to 39	279	224
Female 40 to 59	358	305
Female 60 +	197	273
<b>Region</b>		
North England	378	434
Midlands	228	289
East England	155	169
London	369	226
South England	372	404
Wales	88	88
Scotland	173	153
<b>Social Grade</b>		
AB	614	494
C1	549	511
C2	257	370
DE	343	388
<b>Newspaper Type</b>		
Express / Mail	370	282
Sun / Star	206	414
Mirror / Record	124	176
Guardian / Independent	101	79
FT / Times / Telegraph	107	167
Other Paper	231	203
No Paper	624	441
<b>Political Party Identification</b>		
Labour	571	573
Conservative	494	502
Liberal Democrat	207	212
SNP/Plaid Cymru	46	30
Others	57	23
None/ DK	388	423

YouGov is a member of the British Polling Council and abides by its rules.

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