

YouGov / The Sun Survey Results

Sample Size: 1751 GB Adults
Fieldwork: 15th - 16th 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	
Weighted Sample	1751	426	613	118	551	423	401	851	900	212	447	599	494	998	753	224	569	375	431	152
Unweighted Sample	1751	453	543	126	571	399	424	817	934	62	476	710	503	1162	589	249	593	348	404	157
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	79	2	10	29	33	28	33	28	34	36	24	37	41	30	22	15
Lab	45	0	100	0	6	92	43	43	47	60	47	49	33	41	50	45	33	46	60	42
Lib Dem	9	0	0	100	2	2	30	10	7	5	9	8	11	8	9	7	11	10	7	5
Other	15	0	0	0	13	3	17	18	13	6	10	15	23	15	16	10	15	14	11	38

Other Parties Voting Intention

UKIP	8	0	0	0	11	1	7	10	6	2	4	8	15	7	10	7	10	9	8	4
SNP / PCY	3	0	0	0	0	1	2	3	3	0	2	3	4	3	2	0	0	1	0	30
Green	2	0	0	0	1	0	6	2	2	3	3	2	1	3	1	2	3	2	1	2
BNP	1	0	0	0	1	0	0	2	0	0	0	1	1	1	1	0	1	2	1	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	1	2	1	1	1	1	1	1	1	1	1	1	0	0	2

Non Voters

Would Not Vote	7	0	0	0	4	2	6	6	9	9	10	7	5	7	8	5	9	6	8	5
Don't know	15	0	0	0	13	8	21	11	18	15	15	17	12	14	15	9	16	12	17	18

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

	May 14-15	May 15-16																			
Approve	24	25	72	5	43	51	3	21	26	25	28	27	22	25	28	21	35	29	22	21	17
Disapprove	61	62	17	90	45	36	93	65	62	61	52	54	68	64	59	65	51	58	69	63	71
Don't know	15	13	11	5	12	13	3	14	13	14	20	19	9	10	12	15	15	13	10	16	12

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

May 1-2
May 15-16

Which of these would make the best Prime Minister?

David Cameron	31	32	91	2	30	71	3	20	32	31	31	31	29	37	35	27	42	40	30	23	18
Ed Miliband	21	24	2	59	8	4	57	21	25	22	28	24	24	21	21	27	21	15	25	34	24
Nick Clegg	5	4	1	2	26	1	1	12	4	3	3	5	3	4	5	2	4	5	3	3	2
Don't know	42	41	6	36	36	23	39	48	38	44	38	40	45	39	39	44	33	41	42	40	56

If you had to choose, which of the following options would be best for Britain?

A majority Conservative government	29	29	85	0	7	73	2	9	30	28	19	25	26	41	32	25	39	36	31	18	17
A coalition between the Conservatives and Liberal Democrats	8	8	12	2	42	9	1	14	8	8	10	10	7	5	9	6	8	9	7	8	7
A coalition between Labour and the Liberal Democrats	12	11	2	12	37	4	10	27	12	11	14	14	9	10	13	9	11	11	12	10	15
A majority Labour government	31	34	0	83	4	4	80	30	36	32	38	32	37	30	30	39	35	22	35	46	38
Don't know	20	18	2	3	11	10	7	20	15	21	19	19	20	14	16	21	7	22	16	19	23

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	29	109
Male 25 to 39	203	224
Male 40 to 59	335	296
Male 60 +	250	222
Female 18 to 24	33	103
Female 25 to 39	273	222
Female 40 to 59	375	303
Female 60 +	253	271
Region		
North England	404	431
Midlands	266	287
East England	172	168
London	249	224
South England	421	401
Wales	82	88
Scotland	157	152
Social Grade		
AB	662	490
C1	500	508
C2	231	368
DE	358	385
Newspaper Type		
Express / Mail	384	280
Sun / Star	180	411
Mirror / Record	121	175
Guardian / Independent	100	79
FT / Times / Telegraph	110	166
Other Paper	229	201
No Paper	627	438
Political Party Identification		
Labour	522	569
Conservative	524	499
Liberal Democrat	211	210
SNP/Plaid Cymru	36	30
Others	66	23
None/ DK	392	420

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