

# YouGov / The Sun Survey Results

Sample Size: 1745 GB Adults  
Fieldwork: 2nd - 3rd 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>1745</b>	425	548	118	528	421	413	848	897	211	445	597	492	995	750	223	567	373	429	152	
Unweighted Sample	1745	427	498	122	542	388	437	871	874	98	433	698	516	1111	634	284	651	369	406	35	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>32</b>	100	0	0	79	4	12	31	32	23	32	29	39	35	28	38	42	29	28	8
Lab	<b>41</b>	0	100	0	5	89	38	41	41	51	43	44	32	39	44	42	29	49	49	40
Lib Dem	<b>9</b>	0	0	100	1	1	31	8	10	12	8	7	9	11	6	6	13	6	6	12
Other	<b>18</b>	0	0	0	15	5	20	20	17	15	16	19	20	15	23	13	16	16	17	40

## Other Parties Voting Intention

UKIP	<b>9</b>	0	0	0	14	2	5	10	7	1	3	10	15	7	11	7	11	9	10	0
SNP / PCY	<b>4</b>	0	0	0	0	1	4	3	5	9	7	3	1	3	5	0	0	1	0	37
Green	<b>4</b>	0	0	0	0	2	8	3	4	4	4	4	3	4	3	5	3	4	4	3
BNP	<b>1</b>	0	0	0	1	1	0	2	1	0	1	2	1	0	2	1	1	1	2	0
Respect	<b>0</b>	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	1	1	1	1	1	1	0	1	1	0	1	1	1	0

## Non Voters

Would Not Vote	<b>10</b>	0	0	0	5	3	9	8	11	7	13	10	7	9	10	7	11	10	11	2
Don't know	<b>14</b>	0	0	0	14	7	18	9	19	9	19	14	12	12	16	14	15	14	12	13

May 1-2    **May 2-3**

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

Approve	23	<b>23</b>	66	4	44	44	8	19	27	19	23	22	21	25	25	20	28	27	21	19	14
Disapprove	63	<b>61</b>	17	86	40	38	84	70	59	62	41	57	67	65	59	62	55	55	69	69	47
Don't know	14	<b>17</b>	18	10	16	18	8	12	14	19	37	21	12	10	16	18	17	18	11	12	39

Fieldwork: 2nd - 3rd May 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	
1745	425	548	118	528	421	413	848	897	211	445	597	492	995	750	223	567	373	429	152	
	427	498	122	542	388	437	871	874	98	433	698	516	1111	634	284	651	369	406	35	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

April 18-19  
May 2-3

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?

**It seems rather old and tired**

Applies most to the Conservatives	33	32	3	58	35	9	54	39	31	33	29	36	36	25	32	32	31	27	32	35	40
Applies most to Labour	30	30	65	5	46	55	7	29	35	26	25	26	27	40	32	28	33	36	29	29	13
Applies most to the Liberal Democrats	11	10	11	11	2	12	10	7	10	9	4	9	11	12	9	11	8	11	10	7	13
Applies to none of them	12	11	10	11	9	8	14	15	11	11	3	13	12	11	13	8	10	11	11	12	8
Don't know	15	17	11	15	8	15	14	10	13	21	39	16	15	12	14	22	19	15	17	16	27

**Even if I don't always agree with it, at least its heart is in the right place**

Applies most to the Conservatives	20	20	59	2	10	48	4	9	20	21	13	18	18	29	22	19	22	27	18	17	11
Applies most to Labour	30	29	3	69	13	6	62	33	31	28	27	32	31	26	30	29	27	20	39	33	36
Applies most to the Liberal Democrats	17	15	15	5	66	11	7	30	16	14	15	16	16	14	17	13	18	19	14	10	14
Applies to none of them	22	22	15	13	7	24	15	22	24	21	12	21	25	25	22	22	19	23	20	28	12
Don't know	12	13	7	10	3	10	12	5	9	17	33	14	10	6	9	18	15	12	8	12	28

**It seems to have succeeded in moving on and left its past behind it**

Applies most to the Conservatives	17	15	43	3	17	31	6	10	17	14	16	15	14	17	16	14	15	19	15	12	12
Applies most to Labour	19	16	4	40	8	5	38	14	16	17	11	17	16	18	17	16	17	14	14	22	15
Applies most to the Liberal Democrats	6	7	5	6	33	4	4	13	7	7	11	8	6	6	6	8	8	7	8	6	6
Applies to none of them	44	45	36	36	35	46	38	54	48	42	23	42	50	50	48	41	45	46	45	47	35
Don't know	14	17	11	14	7	15	15	9	12	21	40	18	13	9	13	21	15	15	18	13	32

**It seems to appeal to one section of society rather than to the whole country**

Applies most to the Conservatives	52	50	17	77	43	24	70	61	50	49	48	47	52	50	50	49	47	43	55	54	55
Applies most to Labour	21	18	43	4	32	36	5	14	20	17	11	19	15	25	22	14	20	23	15	16	15
Applies most to the Liberal Democrats	6	8	14	5	6	14	6	3	9	6	2	8	9	8	7	9	8	8	7	8	4
Applies to none of them	8	9	11	3	10	10	4	12	9	8	6	10	10	7	8	9	6	11	9	7	7
Don't know	13	16	15	11	9	15	14	10	12	19	32	17	14	9	13	19	19	15	14	15	18

## 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	37	108
Male 25 to 39	195	224
Male 40 to 59	371	296
Male 60 +	242	222
Female 18 to 24	50	103
Female 25 to 39	257	222
Female 40 to 59	367	303
Female 60 +	230	271
<b>Region</b>		
North England	397	430
Midlands	277	287
East England	189	168
London	263	224
South England	393	401
Wales	90	87
Scotland	140	152
<b>Social Grade</b>		
AB	643	490
C1	504	507
C2	261	367
DE	341	385
<b>Newspaper Type</b>		
Express / Mail	363	280
Sun / Star	246	411
Mirror / Record	116	175
Guardian / Independent	87	79
FT / Times / Telegraph	124	166
Other Paper	251	201
No Paper	562	437
<b>Political Party Identification</b>		
Labour	536	568
Conservative	515	498
Liberal Democrat	203	210
SNP/Plaid Cymru	38	30
Others	79	23
None/ DK	378	420

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