

YouGov / The Sun Survey Results

Sample Size: 1745 GB Adults
Fieldwork: 17th - 18th 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	
Weighted Sample	1744	423	542	131	546	450	352	848	896	211	444	597	492	994	750	223	566	373	429	152	
Unweighted Sample	1744	435	502	127	553	435	363	854	890	81	445	735	483	1121	623	233	571	333	438	169	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	83	2	8	32	33	23	35	27	40	38	24	31	43	29	27	18
Lab	41	0	100	0	3	92	36	39	44	45	43	48	32	36	50	46	30	46	55	30
Lib Dem	10	0	0	100	1	1	40	12	8	22	11	8	6	12	8	15	13	8	6	8
Other	16	0	0	0	12	6	16	17	15	11	12	16	22	15	18	7	14	17	13	43

Other Parties Voting Intention

UKIP	8	0	0	0	11	2	3	8	7	2	3	8	13	6	9	3	9	10	8	3
SNP / PCY	4	0	0	0	0	2	4	5	3	4	4	3	4	4	4	0	0	1	0	36
Green	2	0	0	0	0	1	7	2	3	3	2	2	3	3	2	3	3	3	3	1
BNP	1	0	0	0	1	1	0	1	1	1	1	1	1	1	2	1	1	2	1	1
Respect	0	0	0	0	0	0	1	1	0	0	0	1	0	0	1	0	1	0	1	0
Other	1	0	0	0	0	0	1	1	1	0	1	1	1	1	1	1	1	0	1	1

Non Voters

Would Not Vote	8	0	0	0	4	1	4	6	9	7	11	8	5	6	10	9	6	7	9	8
Don't know	17	0	0	0	18	12	21	13	21	15	20	19	15	16	19	17	19	19	15	14

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

	April 16-17	April 17-18	Voting intention		2010 Vote			Gender		Age				Social grade		Region					
Approve	24	25	74	4	31	53	7	17	29	21	25	23	24	27	29	19	24	33	22	20	17
Disapprove	61	61	12	91	50	31	86	70	60	61	56	56	65	62	56	67	63	51	61	68	68
Don't know	15	15	14	5	19	17	6	13	11	18	19	21	12	10	15	15	13	16	16	12	15

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

April 3-4
April 17-18

Which of these would make the best Prime Minister?

David Cameron	30	31	93	2	19	71	6	17	32	30	16	31	30	40	37	24	30	39	31	24	26
Ed Miliband	19	22	0	62	1	1	55	18	23	21	26	20	24	20	20	24	19	15	28	28	21
Nick Clegg	5	5	0	2	53	1	1	18	6	5	15	5	4	3	6	5	9	7	6	2	4
Don't know	46	42	7	34	27	27	38	47	38	45	43	45	43	37	37	48	42	40	35	46	49

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

A majority Conservative government	27	28	85	0	5	69	2	7	30	27	20	25	25	40	34	21	25	37	25	23	25
A coalition between the Conservatives and Liberal Democrats	9	8	12	0	40	9	1	16	9	6	9	7	8	7	8	7	9	8	9	6	3
A coalition between Labour and the Liberal Democrats	13	12	0	14	36	1	11	30	13	11	20	13	9	10	13	11	19	10	8	12	17
A majority Labour government	30	29	0	79	3	2	73	26	29	29	25	26	36	26	25	34	28	22	31	38	27
Don't know	21	23	3	6	15	18	13	22	19	27	25	29	23	18	20	28	19	23	28	21	27

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	34	108
Male 25 to 39	196	223
Male 40 to 59	371	295
Male 60 +	253	222
Female 18 to 24	47	103
Female 25 to 39	250	222
Female 40 to 59	364	302
Female 60 +	230	270
Region		
North England	438	429
Midlands	257	286
East England	158	168
London	233	223
South England	414	400
Wales	76	87
Scotland	169	152
Social Grade		
AB	604	489
C1	518	506
C2	249	366
DE	374	384
Newspaper Type		
Express / Mail	394	279
Sun / Star	172	410
Mirror / Record	126	175
Guardian / Independent	84	79
FT / Times / Telegraph	125	166
Other Paper	227	201
No Paper	617	436
Political Party Identification		
Labour	524	567
Conservative	508	497
Liberal Democrat	212	209
SNP/Plaid Cymru	27	30
Others	76	23
None/ DK	398	419

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