

YouGov / The Sun Survey Results

Sample Size: 1686 GB Adults
Fieldwork: 11th - 12th 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	1686	444	523	111	537	424	363	819	867	204	430	576	475	961	725	216	549	361	415	147
Unweighted Sample	1686	459	447	111	564	360	380	840	846	77	416	700	492	1091	595	227	602	335	372	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	35	100	0	0	78	4	12	36	33	28	28	36	41	38	29	31	45	34	29	17
Lab	41	0	100	0	6	91	38	36	46	50	47	40	32	38	45	53	27	39	53	41
Lib Dem	9	0	0	100	1	1	36	9	9	10	12	6	9	10	7	6	12	8	8	5
Other	16	0	0	0	14	4	13	19	13	12	13	18	18	14	19	10	16	19	10	36

Other Parties Voting Intention

UKIP	7	0	0	0	11	1	3	8	7	2	3	7	12	6	9	4	9	8	5	5
SNP / PCY	4	0	0	0	1	2	3	6	2	4	3	6	3	3	5	1	0	3	1	30
Green	3	0	0	0	1	0	6	3	3	4	5	2	1	3	2	4	4	2	2	1
BNP	1	0	0	0	0	0	0	2	0	3	1	1	0	1	1	0	1	2	1	0
Respect	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0
Other	1	0	0	0	0	1	1	2	1	0	2	1	1	1	2	1	1	2	0	0

Non Voters

Would Not Vote	8	0	0	0	5	4	6	7	10	8	13	8	5	7	11	7	7	8	11	9
Don't know	15	0	0	0	13	9	23	11	19	15	13	18	14	14	17	18	16	16	14	9

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

	April 10-11	April 11-12	Voting intention		2010 Vote		Gender		Age				Social grade		Region						
Approve	27	27	75	6	44	51	9	23	32	23	24	26	27	30	31	22	26	34	24	26	17
Disapprove	59	58	13	88	41	35	84	63	56	61	51	56	61	60	55	63	55	51	63	63	68
Don't know	14	14	12	6	15	14	7	14	12	17	25	18	12	10	14	15	19	15	13	11	15

Fieldwork: 11th - 12th 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	1686	444	523	111	537	424	363	819	867	204	430	576	475	961	725	216	549	361	415	147	
Unweighted Sample	1686	459	447	111	564	360	380	840	846	77	416	700	492	1091	595	227	602	335	372	150	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	March 28-29	April 11-12																			
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?																					
The kind of society it wants is broadly the kind of society I want																					
Applies most to the Conservatives	27	28	84	5	6	62	7	11	29	26	22	22	26	37	32	22	30	35	25	23	15
Applies most to Labour	29	26	1	71	3	4	63	22	26	25	29	28	27	21	26	26	31	17	29	30	29
Applies most to the Liberal Democrats	10	10	2	4	79	3	2	32	10	9	12	11	8	9	11	8	7	11	9	10	8
Applies to none of them	23	25	9	12	9	23	17	25	27	23	14	22	29	27	23	28	16	24	25	26	37
Don't know	12	12	3	9	4	8	11	11	8	16	22	16	10	6	9	16	16	12	11	11	10
It is led by people of real ability																					
Applies most to the Conservatives	23	22	68	3	16	47	5	11	25	19	21	19	22	26	24	19	22	28	23	16	12
Applies most to Labour	14	12	1	35	4	3	35	7	11	13	16	16	11	10	11	14	19	8	11	17	9
Applies most to the Liberal Democrats	3	4	2	2	28	2	1	11	4	4	3	5	3	4	4	4	3	5	5	2	6
Applies to none of them	45	46	21	44	43	38	44	57	48	45	33	44	50	50	47	46	41	44	48	48	58
Don't know	15	15	8	15	9	10	16	13	12	19	26	16	15	10	14	17	15	16	14	16	15
Its leaders are prepared to take tough and unpopular decisions																					
Applies most to the Conservatives	50	48	87	33	40	75	34	38	51	45	34	43	49	56	51	43	47	52	52	42	38
Applies most to Labour	10	9	2	24	5	2	24	7	8	10	16	12	7	7	9	10	13	8	8	11	6
Applies most to the Liberal Democrats	3	4	1	2	30	0	2	12	4	4	3	5	3	5	4	4	4	4	3	5	3
Applies to none of them	24	26	7	25	21	18	26	31	27	25	18	24	30	25	25	28	21	23	27	27	39
Don't know	13	13	3	16	4	5	14	11	10	16	29	15	11	7	11	15	15	13	10	15	15
It seems to chop and change all the time: you can never be quite sure what it stands for																					
Applies most to the Conservatives	22	20	8	31	25	16	24	24	19	22	17	20	19	25	19	22	21	19	22	22	17
Applies most to Labour	24	26	54	10	48	43	13	27	31	21	20	28	25	29	27	25	24	28	28	24	24
Applies most to the Liberal Democrats	32	29	27	44	8	23	44	25	30	29	33	27	31	28	33	24	33	27	29	29	36
Applies to none of them	9	10	4	6	13	9	9	11	9	10	8	7	12	11	9	11	8	10	8	11	13
Don't know	13	14	8	9	6	9	10	13	11	17	22	18	14	8	11	18	14	15	13	14	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.
Age and Gender		
Male 18 to 24	44	107
Male 25 to 39	190	221
Male 40 to 59	358	292
Male 60 +	263	219
Female 18 to 24	34	102
Female 25 to 39	275	219
Female 40 to 59	337	299
Female 60 +	226	268
Region		
North England	385	425
Midlands	234	283
East England	176	166
London	254	221
South England	420	395
Wales	92	86
Scotland	166	150
Social Grade		
AB	645	484
C1	517	501
C2	228	363
DE	337	380
Newspaper Type		
Express / Mail	379	276
Sun / Star	169	406
Mirror / Record	103	173
Guardian / Independent	92	78
FT / Times / Telegraph	128	164
Other Paper	243	199
No Paper	613	432
Political Party Identification		
Labour	529	561
Conservative	500	492
Liberal Democrat	204	207
SNP/Plaid Cymru	45	29
Others	76	22
None/ DK	373	414

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