

# YouGov / The Sun Survey Results

Sample Size: 1825 GB Adults  
Fieldwork: 9th - 10th 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>1825</b>	490	631	96	566	449	409	887	938	221	465	624	515	1040	785	234	593	391	449	159	
Unweighted Sample	1825	484	592	100	574	429	405	891	934	96	480	701	548	1179	646	210	649	331	454	181	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>34</b>	100	0	0	79	5	16	35	33	33	34	34	35	36	32	36	44	33	26	22
Lab	<b>44</b>	0	100	0	8	92	44	42	46	50	46	48	36	42	47	48	34	44	58	38
Lib Dem	<b>7</b>	0	0	100	1	1	25	6	8	9	8	6	6	9	4	7	8	7	6	3
Other	<b>15</b>	0	0	0	12	2	15	17	12	7	11	13	23	13	17	10	14	16	10	37

## Other Parties Voting Intention

UKIP	<b>7</b>	0	0	0	10	0	4	9	5	5	2	5	14	6	9	5	8	10	6	2
SNP / PCY	<b>3</b>	0	0	0	0	1	2	4	3	1	2	4	5	3	3	0	0	2	0	31
Green	<b>3</b>	0	0	0	1	1	7	3	2	2	5	3	2	3	2	3	3	3	1	3
BNP	<b>0</b>	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0
Respect	<b>0</b>	0	0	0	0	0	1	0	0	0	0	0	1	0	1	0	1	1	0	0
Other	<b>1</b>	0	0	0	0	0	2	1	1	0	2	1	1	1	1	1	1	0	2	1

## Non Voters

Would Not Vote	<b>8</b>	0	0	0	5	6	4	7	10	16	9	6	7	6	12	9	8	6	10	8
Don't know	<b>13</b>	0	0	0	11	5	20	10	17	10	15	14	12	13	14	18	13	13	14	8

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

	May 8-9	May 9-10	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
Approve	24	<b>24</b>	71	3	27	49	8	16	28	20	21	27	25	22	28	19	23	31	24	18	17	
Disapprove	63	<b>62</b>	15	93	44	37	86	70	63	62	57	56	63	70	60	65	56	56	64	70	68	
Don't know	13	<b>14</b>	14	4	29	14	6	14	9	18	22	17	12	8	12	15	21	14	11	11	15	

Fieldwork: 9th - 10th 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
<b>1825</b>	490	631	96	566	449	409	887	938	221	465	624	515	1040	785	234	593	391	449	159
	484	592	100	574	429	405	891	934	96	480	701	548	1179	646	210	649	331	454	181
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

April 25-26  
May 9-10

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	26	<b>26</b>	82	3	3	65	4	10	30	24	19	24	28	30	29	23	22	33	26	23	21
Applies most to Labour	29	<b>29</b>	2	74	2	6	72	26	30	28	32	28	30	28	29	30	25	22	32	38	33
Applies most to the Liberal Democrats	10	<b>10</b>	4	4	86	3	3	33	9	11	15	15	7	7	12	7	11	13	10	7	6
Applies to none of them	24	<b>23</b>	7	13	7	19	12	22	23	24	22	18	24	28	22	25	21	24	23	21	32
Don't know	11	<b>11</b>	5	6	3	8	8	9	8	14	12	15	11	7	8	15	20	9	9	12	8

It is led by people of real ability

Applies most to the Conservatives	18	<b>21</b>	64	3	9	47	5	11	24	18	24	19	21	21	22	19	21	25	22	17	15
Applies most to Labour	16	<b>16</b>	1	43	2	3	44	11	17	16	17	16	16	17	15	18	11	14	15	24	16
Applies most to the Liberal Democrats	3	<b>3</b>	2	2	24	1	3	7	3	3	4	5	2	2	4	2	3	4	5	1	1
Applies to none of them	48	<b>46</b>	24	41	52	39	36	58	46	46	40	42	45	53	48	44	42	47	45	43	57
Don't know	14	<b>14</b>	8	10	13	10	12	13	10	17	15	18	15	8	11	17	23	11	13	15	11

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	52	<b>50</b>	86	38	36	72	39	48	51	50	48	47	54	51	52	49	39	55	57	45	47
Applies most to Labour	9	<b>10</b>	1	26	6	2	27	7	10	10	4	10	12	10	10	10	7	8	10	13	10
Applies most to the Liberal Democrats	3	<b>4</b>	1	3	27	1	3	8	4	3	5	6	2	2	4	2	6	3	2	4	3
Applies to none of them	24	<b>24</b>	10	22	24	20	18	26	26	22	26	21	21	30	24	24	24	24	22	23	32
Don't know	12	<b>12</b>	3	12	7	5	13	11	10	14	17	16	12	7	10	15	23	9	9	15	9

It seems to chop and change all the time: you can never be quite sure what it stands for

Applies most to the Conservatives	26	<b>25</b>	8	38	19	17	35	28	24	26	14	22	21	36	22	28	18	24	29	24	28
Applies most to Labour	24	<b>22</b>	51	5	43	40	7	24	26	19	17	24	24	21	26	18	18	27	24	18	20
Applies most to the Liberal Democrats	29	<b>30</b>	28	44	8	23	44	29	30	30	39	30	31	25	33	27	30	28	30	33	29
Applies to none of them	9	<b>9</b>	3	5	14	8	6	8	10	8	12	6	8	11	7	11	6	9	9	10	9
Don't know	13	<b>14</b>	9	7	16	12	9	11	10	17	17	18	15	8	12	17	27	12	8	15	14

## 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	52	103
Male 25 to 39	187	212
Male 40 to 59	337	280
Male 60 +	223	211
Female 18 to 24	60	98
Female 25 to 39	222	211
Female 40 to 59	333	287
Female 60 +	244	257
<b>Region</b>		
North England	389	408
Midlands	231	272
East England	163	159
London	274	212
South England	378	380
Wales	85	83
Scotland	138	144
<b>Social Grade</b>		
AB	578	464
C1	507	481
C2	250	348
DE	323	365
<b>Newspaper Type</b>		
Express / Mail	340	265
Sun / Star	241	390
Mirror / Record	120	166
Guardian / Independent	109	75
FT / Times / Telegraph	123	158
Other Paper	199	191
No Paper	526	415
<b>Political Party Identification</b>		
Labour	501	539
Conservative	470	473
Liberal Democrat	180	199
SNP/Plaid Cymru	42	28
Others	66	22
None/ DK	399	398

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