

YouGov / The Sun Survey Results

Sample Size: 1741 GB Adults
Fieldwork: 14th - 15th March 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	1741	490	554	107	538	461	413	846	895	211	444	595	491	992	749	223	566	373	428	151	
Unweighted Sample	1741	475	545	98	525	486	391	828	913	90	451	708	492	1160	581	177	603	333	441	187	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	37	100	0	0	88	6	15	37	36	32	34	34	44	42	31	33	47	41	29	21
Lab	42	0	100	0	4	90	36	40	44	45	45	44	35	38	48	46	30	39	58	38
Lib Dem	8	0	0	100	1	0	29	9	7	9	10	7	7	9	7	6	12	7	6	8
Other	13	0	0	0	7	4	19	14	13	15	12	14	13	12	15	15	11	13	8	32

Other Parties Voting Intention

UKIP	5	0	0	0	6	1	4	5	5	4	4	5	7	5	5	7	6	6	4	2
SNP / PCY	4	0	0	0	0	1	6	3	4	6	3	3	3	3	4	1	0	3	0	29
Green	3	0	0	0	1	1	8	3	3	4	4	4	2	3	4	6	3	2	3	1
Other	1	0	0	0	0	1	1	1	0	1	1	1	0	0	1	0	1	1	0	0
BNP	1	0	0	0	1	0	1	1	1	0	0	1	1	1	1	1	1	1	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Non Voters

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

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

	March 13-14	March 14-15																			
Approve	29	30	77	4	51	59	8	29	34	26	29	29	28	33	34	25	28	36	29	25	28
Disapprove	54	57	11	93	36	27	84	60	56	58	60	54	59	56	52	64	57	51	57	63	64
Don't know	16	13	12	3	13	14	8	11	10	15	11	18	12	11	14	11	15	13	14	12	8

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

Feb 29-
March 1 **March**
14-15

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	31	27	80	3	6	65	6	15	30	25	17	24	28	34	31	23	20	31	31	23	25
Applies most to Labour	27	29	1	76	6	4	68	23	31	27	31	30	29	27	27	32	33	22	26	37	34
Applies most to the Liberal Democrats	10	11	3	5	77	3	2	33	12	9	13	13	9	9	12	9	9	12	9	11	10
Applies to none of them	20	21	9	12	4	17	16	23	18	23	13	17	23	24	20	22	19	20	22	21	20
Don't know	13	13	8	5	7	11	9	7	9	16	26	17	11	5	12	14	20	14	12	9	10

It is led by people of real ability

Applies most to the Conservatives	25	22	65	2	9	51	6	16	25	20	18	20	20	29	26	18	20	27	23	18	17
Applies most to Labour	13	16	1	45	6	2	41	8	17	15	21	17	14	15	13	20	14	9	16	24	24
Applies most to the Liberal Democrats	4	4	1	1	40	1	1	11	5	3	3	4	3	4	4	3	3	4	4	3	6
Applies to none of them	42	43	22	43	38	34	39	55	42	43	34	40	49	42	43	43	41	43	42	45	41
Don't know	17	15	11	9	8	12	13	10	10	19	24	18	14	10	14	17	22	17	15	10	11

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	52	48	80	37	34	72	36	45	49	48	40	46	48	55	50	46	40	49	52	52	38
Applies most to Labour	9	11	0	32	9	1	30	7	13	10	13	10	11	12	10	14	14	8	10	13	18
Applies most to the Liberal Democrats	4	5	3	2	27	3	1	12	6	3	7	5	3	4	5	4	4	6	3	4	6
Applies to none of them	21	22	10	20	22	15	22	27	22	22	17	21	26	21	23	21	21	23	21	22	26
Don't know	14	13	6	9	7	9	12	9	10	17	23	18	11	8	12	15	22	14	13	9	12

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

Applies most to the Conservatives	20	19	4	35	19	10	31	19	17	21	18	16	20	22	17	22	16	17	17	27	15
Applies most to Labour	28	25	49	6	51	43	9	28	29	21	18	25	24	30	29	20	24	27	26	24	22
Applies most to the Liberal Democrats	29	33	33	48	8	30	45	34	36	31	37	32	32	34	33	33	28	32	33	33	44
Applies to none of them	7	8	4	4	7	6	5	8	7	9	2	10	9	6	7	9	10	7	8	7	7
Don't know	15	15	10	7	15	12	10	11	11	18	24	17	15	8	14	16	22	16	16	9	12

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	40	108
Male 25 to 39	185	223
Male 40 to 59	346	294
Male 60 +	257	221
Female 18 to 24	50	103
Female 25 to 39	266	221
Female 40 to 59	362	301
Female 60 +	235	270
Region		
North England	441	428
Midlands	255	286
East England	182	167
London	177	223
South England	421	399
Wales	78	87
Scotland	187	151
Social Grade		
AB	636	487
C1	524	505
C2	235	366
DE	346	383
Newspaper Type		
Express / Mail	373	279
Sun / Star	196	409
Mirror / Record	117	174
Guardian / Independent	93	78
FT / Times / Telegraph	129	165
Other Paper	249	200
No Paper	584	435
Political Party Identification		
Labour	593	566
Conservative	475	496
Liberal Democrat	181	209
SNP/Plaid Cymru	47	30
Others	72	23
None/ DK	373	418

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