

YouGov / The Sun Survey Results

Sample Size: 1757 GB Adults
Fieldwork: 16th - 17th 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	
Weighted Sample	1757	430	612	96	510	485	388	853	904	212	448	601	495	1002	755	225	571	377	432	153
Unweighted Sample	1757	442	545	116	548	414	420	830	927	85	445	700	526	1181	576	224	588	400	400	145
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	80	3	12	30	32	28	27	29	39	36	23	41	42	29	22	10
Lab	44	0	100	0	4	90	40	43	45	53	46	49	33	39	52	46	32	44	58	45
Lib Dem	7	0	0	100	1	1	28	6	7	3	10	6	6	8	5	5	9	7	7	4
Other	18	0	0	0	15	6	20	21	15	16	17	16	22	17	20	8	18	20	13	42

Other Parties Voting Intention

UKIP	9	0	0	0	13	2	5	10	7	4	5	9	14	7	11	3	12	12	7	2
SNP / PCY	4	0	0	0	0	1	4	4	4	7	3	3	5	4	4	0	0	2	0	38
Green	3	0	0	0	1	1	8	3	3	4	6	2	1	3	3	4	3	2	4	2
BNP	1	0	0	0	1	1	1	2	1	0	1	1	1	1	1	1	2	2	0	0
Respect	0	0	0	0	0	0	1	1	0	1	0	0	0	0	1	0	0	1	0	0
Other	1	0	0	0	0	1	1	1	1	0	1	1	1	1	1	0	0	2	1	0

Non Voters

Would Not Vote	8	0	0	0	3	4	4	7	9	14	11	6	5	6	10	7	8	8	9	7
Don't know	13	0	0	0	15	8	17	11	15	7	15	15	13	12	15	14	16	13	11	11

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

	May 15-16	May 16-17																			
Approve	25	24	73	3	37	52	8	19	29	20	19	25	22	29	27	20	27	29	20	22	19
Disapprove	62	63	13	92	32	33	88	66	61	65	59	60	66	63	59	69	57	55	67	69	73
Don't know	13	13	14	5	30	14	5	15	10	15	21	15	12	8	14	11	16	16	12	9	8

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

	May 2-3	May 16-17																			
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	32	33	3	58	25	8	52	44	33	33	35	34	36	27	32	34	30	28	34	38	41
Applies most to Labour	30	29	61	5	55	54	8	28	34	24	26	25	28	34	31	26	35	34	28	21	25
Applies most to the Liberal Democrats	10	13	13	15	0	15	17	6	13	12	12	8	13	17	12	14	13	12	12	16	9
Applies to none of them	11	11	10	12	9	9	13	11	8	13	7	12	10	12	11	10	7	10	10	13	12
Don't know	17	15	13	10	10	14	10	10	11	18	20	21	13	9	14	17	16	16	17	13	12
Even if I don't always agree with it, at least its heart is in the right place																					
Applies most to the Conservatives	20	21	60	4	7	52	5	8	22	20	8	19	19	30	23	17	24	25	22	14	14
Applies most to Labour	29	34	4	73	16	7	70	36	33	36	40	30	40	28	32	37	31	26	33	45	41
Applies most to the Liberal Democrats	15	15	15	9	65	11	8	32	17	13	20	17	12	13	18	10	15	17	15	12	13
Applies to none of them	22	21	14	10	6	23	12	18	22	20	20	21	19	25	19	24	19	21	22	20	23
Don't know	13	9	8	5	6	7	4	7	7	12	11	14	10	5	8	11	12	11	8	8	8
It seems to have succeeded in moving on and left its past behind it																					
Applies most to the Conservatives	15	15	46	3	17	35	4	12	16	15	12	17	12	19	18	13	18	18	14	15	7
Applies most to Labour	16	22	3	47	11	5	44	22	24	20	21	21	23	21	20	24	18	17	20	29	28
Applies most to the Liberal Democrats	7	7	6	8	26	5	8	10	9	6	8	7	8	6	6	9	8	7	7	7	10
Applies to none of them	45	41	34	32	36	44	33	45	41	42	35	40	44	44	44	38	39	45	44	34	48
Don't know	17	14	11	10	9	11	11	11	10	17	24	15	13	11	13	16	17	13	15	16	7
It seems to appeal to one section of society rather than to the whole country																					
Applies most to the Conservatives	50	55	17	81	56	24	80	65	56	55	64	57	56	49	51	60	50	47	56	65	68
Applies most to Labour	18	20	49	5	24	43	5	17	23	18	14	18	18	28	25	15	26	25	20	13	15
Applies most to the Liberal Democrats	8	6	11	4	5	12	5	3	7	6	7	5	6	8	6	7	6	7	8	6	3
Applies to none of them	9	8	12	4	4	12	4	8	8	8	7	7	9	8	8	8	7	9	7	8	7
Don't know	16	10	10	5	11	10	5	7	7	13	7	13	11	7	9	11	12	11	9	9	6

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	29	109
Male 25 to 39	203	224
Male 40 to 59	335	296
Male 60 +	250	222
Female 18 to 24	33	103
Female 25 to 39	273	222
Female 40 to 59	375	303
Female 60 +	253	271
Region		
North England	404	431
Midlands	266	287
East England	172	168
London	249	224
South England	421	401
Wales	82	88
Scotland	157	152
Social Grade		
AB	662	490
C1	500	508
C2	231	368
DE	358	385
Newspaper Type		
Express / Mail	384	280
Sun / Star	180	411
Mirror / Record	121	175
Guardian / Independent	100	79
FT / Times / Telegraph	110	166
Other Paper	229	201
No Paper	627	438
Political Party Identification		
Labour	522	569
Conservative	524	499
Liberal Democrat	211	210
SNP/Plaid Cymru	36	30
Others	66	23
None/ DK	392	420

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