

YouGov / The Sun Survey Results

Sample Size: 1681 GB Adults
Fieldwork: 23rd - 24th 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	1681	444	551	111	503	443	393	817	864	203	429	575	474	958	723	215	546	360	414	146	
Unweighted Sample	1681	440	514	121	511	411	419	802	879	91	462	644	484	1106	575	220	560	354	397	150	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	81	3	11	35	32	20	38	31	39	37	29	35	39	37	30	20
Lab	42	0	100	0	5	91	36	40	44	38	46	44	38	38	47	36	34	42	54	45
Lib Dem	8	0	0	100	1	2	33	7	10	12	7	10	6	10	7	15	10	7	6	4
Other	16	0	0	0	13	4	19	18	13	30	8	14	18	15	17	14	16	15	10	32

Other Parties Voting Intention

UKIP	7	0	0	0	11	1	4	9	6	5	3	7	12	6	9	7	10	7	7	0
Green	4	0	0	0	0	0	10	5	3	19	3	2	2	5	3	5	4	4	3	4
SNP / PCY	3	0	0	0	1	1	4	3	3	6	2	3	2	3	3	0	0	1	0	26
BNP	1	0	0	0	0	0	1	1	0	0	1	1	1	0	2	0	1	1	1	1
Respect	0	0	0	0	0	0	1	1	0	0	0	0	1	0	0	0	0	0	0	0
Other	1	0	0	0	0	1	1	0	1	0	0	1	0	0	1	2	0	1	0	0

Non Voters

Would Not Vote	7	0	0	0	1	1	6	6	8	5	12	7	3	6	8	7	8	6	8	4
Don't know	15	0	0	0	13	9	20	10	19	19	13	15	15	14	16	14	16	17	13	9

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

	May 22-23	May 23-24	Voting intention		2010 Vote			Gender		Age				Social grade		Region					
Approve	24	24	74	2	29	55	3	18	30	19	20	27	22	26	28	19	24	27	26	20	22
Disapprove	60	62	13	94	46	29	92	67	61	62	57	57	65	64	58	67	56	58	60	68	71
Don't know	16	14	13	4	24	16	5	15	9	19	22	16	13	11	15	14	21	15	14	12	8

Fieldwork: 23rd - 24th 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	1681	444	551	111	503	443	393	817	864	203	429	575	474	958	723	215	546	360	414	146
Unweighted Sample	1681	440	514	121	511	411	419	802	879	91	462	644	484	1106	575	220	560	354	397	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	May 9-10	May 23-24																			
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	29	87	5	9	71	6	10	32	26	21	30	23	38	33	24	28	32	32	25	20
Applies most to Labour	29	28	0	73	3	3	67	25	28	27	27	26	30	26	27	29	22	22	25	36	37
Applies most to the Liberal Democrats	10	10	2	3	66	4	3	30	11	8	11	8	12	8	13	5	11	12	10	7	8
Applies to none of them	23	22	6	14	16	17	17	27	21	24	17	20	26	23	20	26	21	21	23	23	26
Don't know	11	11	5	5	6	6	7	8	8	15	24	16	9	5	8	16	18	12	11	9	9
It is led by people of real ability																					
Applies most to the Conservatives	21	20	65	1	7	50	3	9	24	17	25	19	17	24	24	16	22	23	22	16	17
Applies most to Labour	16	16	0	43	8	2	39	12	15	16	15	15	15	17	15	17	18	12	12	21	21
Applies most to the Liberal Democrats	3	4	1	2	36	2	2	11	4	4	2	3	6	4	4	4	2	5	4	2	4
Applies to none of them	46	45	22	43	43	34	46	57	46	43	35	44	50	43	44	46	39	42	49	46	48
Don't know	14	15	12	10	6	13	11	12	11	19	23	19	13	12	14	17	20	18	13	15	10
Its leaders are prepared to take tough and unpopular decisions																					
Applies most to the Conservatives	50	47	83	34	31	70	35	42	48	45	40	49	45	50	51	41	50	46	48	46	45
Applies most to Labour	10	10	1	28	2	2	26	7	10	10	9	9	11	10	9	11	9	8	10	11	18
Applies most to the Liberal Democrats	4	4	1	3	34	2	2	9	4	3	2	4	6	2	4	3	6	4	3	4	5
Applies to none of them	24	25	10	25	26	18	24	29	26	24	25	21	24	28	23	27	20	26	24	26	25
Don't know	12	15	6	10	7	8	13	13	12	17	23	18	14	9	13	17	16	16	15	14	8
It seems to chop and change all the time: you can never be quite sure what it stands for																					
Applies most to the Conservatives	25	22	7	40	15	15	37	23	23	22	13	17	24	28	20	26	17	21	24	26	21
Applies most to Labour	22	23	48	6	41	43	7	24	26	21	13	22	24	27	26	19	25	24	26	20	19
Applies most to the Liberal Democrats	30	29	31	40	7	27	37	25	32	25	36	29	28	26	31	26	31	28	25	30	33
Applies to none of them	9	10	4	8	23	6	8	15	9	12	14	11	10	9	9	13	10	10	11	10	16
Don't know	14	15	11	6	14	10	11	13	10	20	23	20	14	10	14	17	17	17	15	15	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	31	104
Male 25 to 39	199	215
Male 40 to 59	321	284
Male 60 +	251	213
Female 18 to 24	60	99
Female 25 to 39	263	213
Female 40 to 59	323	291
Female 60 +	233	261
Region		
North England	397	414
Midlands	254	276
East England	176	161
London	220	215
South England	384	385
Wales	100	84
Scotland	150	146
Social Grade		
AB	574	471
C1	532	487
C2	260	353
DE	315	370
Newspaper Type		
Express / Mail	345	269
Sun / Star	199	395
Mirror / Record	103	168
Guardian / Independent	103	76
FT / Times / Telegraph	116	160
Other Paper	235	193
No Paper	580	420
Political Party Identification		
Labour	506	546
Conservative	488	479
Liberal Democrat	207	202
SNP/Plaid Cymru	46	29
Others	59	22
None/ DK	375	403

YouGov is a member of the British Polling Council and abides by its rules.

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