

YouGov / The Sun Survey Results

Sample Size: 1701 GB Adults
Fieldwork: 28th - 29th 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	1701	435	566	103	507	463	398	827	874	206	434	582	480	970	731	218	553	364	418	148	
Unweighted Sample	1701	429	533	106	508	454	401	803	898	88	416	704	493	1091	610	252	540	340	420	149	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	84	4	13	35	33	28	35	27	43	39	27	36	45	30	28	14
Lab	44	0	100	0	7	90	41	42	46	44	43	51	36	39	51	41	35	47	59	33
Lib Dem	8	0	0	100	1	1	30	8	9	15	9	7	5	10	6	12	8	8	4	12
Other	14	0	0	0	8	5	16	15	13	13	12	15	15	12	17	11	11	15	8	42

Other Parties Voting Intention

SNP / PCY	5	0	0	0	0	2	5	5	5	10	4	4	4	4	5	0	0	4	0	38
UKIP	5	0	0	0	6	1	5	7	3	0	3	7	7	5	6	5	7	6	4	1
Green	2	0	0	0	0	1	4	2	3	2	3	2	1	3	1	2	2	3	1	2
BNP	2	0	0	0	1	1	1	1	2	1	2	2	2	0	3	2	2	1	2	0
Other	1	0	0	0	0	0	1	1	1	0	0	1	1	0	1	1	0	2	0	1
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	4	2	6	6	11	10	10	7	8	7	10	7	7	11	10	6
Don't know	16	0	0	0	13	12	20	11	20	12	18	16	16	15	17	13	18	19	13	11

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

	March 27-28	March 28-29																			
Approve	25	26	78	2	41	55	8	21	31	22	27	28	21	29	30	21	27	32	25	21	19
Disapprove	61	62	10	94	45	31	87	69	60	64	55	58	68	62	58	68	61	53	64	70	71
Don't know	13	12	12	4	14	13	6	10	9	14	18	14	11	9	12	11	12	14	12	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

	March 14-15	March 28-29																			
Applies most to the Conservatives	27	27	83	2	7	67	6	12	29	25	22	24	24	35	30	22	26	33	25	23	19
Applies most to Labour	29	29	1	76	4	4	68	25	29	28	28	24	36	23	28	29	32	21	28	38	27
Applies most to the Liberal Democrats	11	10	2	3	77	2	3	31	11	9	20	11	8	6	12	7	15	10	9	6	17
Applies to none of them	21	23	7	13	7	19	16	22	24	22	9	23	24	27	19	27	16	23	26	21	30
Don't know	13	12	6	6	4	9	8	9	7	17	20	17	8	9	10	15	11	14	13	12	8

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	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	
Weighted Sample	1701	435	566	103	507	463	398	827	874	206	434	582	480	970	731	218	553	364	418	148	
Unweighted Sample	1701	429	533	106	508	454	401	803	898	88	416	704	493	1091	610	252	540	340	420	149	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
It is led by people of real ability																					
Applies most to the Conservatives	22	23	71	3	19	54	5	14	27	20	27	23	18	29	26	20	20	30	21	20	19
Applies most to Labour	16	14	0	38	2	1	35	12	13	14	15	10	17	13	12	17	14	10	13	19	14
Applies most to the Liberal Democrats	4	3	1	1	34	1	1	10	3	3	5	4	3	2	4	2	4	3	3	2	7
Applies to none of them	43	45	19	47	31	33	46	48	46	43	31	44	49	45	44	46	44	39	49	47	48
Don't know	15	15	9	11	14	11	13	14	10	20	22	19	14	11	15	15	18	18	15	12	11
Its leaders are prepared to take tough and unpopular decisions																					
Applies most to the Conservatives	48	50	85	37	38	74	36	46	53	48	43	51	48	54	50	50	48	54	47	48	51
Applies most to Labour	11	10	2	27	1	3	29	5	11	10	9	7	14	10	10	11	10	8	10	15	9
Applies most to the Liberal Democrats	5	3	1	1	31	1	1	8	3	3	2	4	2	3	4	2	4	3	3	1	4
Applies to none of them	22	24	9	23	24	16	22	29	24	24	26	20	25	26	23	25	22	23	26	24	25
Don't know	13	13	3	13	5	6	13	12	10	16	19	18	11	7	13	13	15	13	14	11	10
It seems to chop and change all the time: you can never be quite sure what it stands for																					
Applies most to the Conservatives	19	22	5	36	12	15	34	19	23	21	20	18	23	25	20	24	20	19	26	24	19
Applies most to Labour	25	24	52	4	59	40	8	29	24	24	25	22	23	26	26	21	26	26	23	22	21
Applies most to the Liberal Democrats	33	32	28	48	11	27	44	33	34	31	32	30	36	30	35	28	31	31	27	36	39
Applies to none of them	8	9	5	7	8	8	8	7	9	8	6	11	8	8	7	11	6	8	9	9	11
Don't know	15	13	9	6	9	10	7	12	10	16	17	19	9	11	12	15	17	15	15	9	10

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	39	105
Male 25 to 39	168	218
Male 40 to 59	343	287
Male 60 +	253	216
Female 18 to 24	49	100
Female 25 to 39	248	216
Female 40 to 59	361	294
Female 60 +	240	264
Region		
North England	420	418
Midlands	253	279
East England	161	163
London	252	218
South England	379	390
Wales	87	85
Scotland	149	148
Social Grade		
AB	606	476
C1	485	493
C2	276	357
DE	334	374
Newspaper Type		
Express / Mail	343	272
Sun / Star	181	400
Mirror / Record	114	170
Guardian / Independent	106	77
FT / Times / Telegraph	129	162
Other Paper	231	196
No Paper	597	425
Political Party Identification		
Labour	514	553
Conservative	475	485
Liberal Democrat	199	204
SNP/Plaid Cymru	44	29
Others	71	22
None/ DK	398	408

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