

YouGov / The Sun Survey Results

Sample Size: 1717 GB Adults
Fieldwork: 25th - 26th April 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	1717	405	565	118	533	441	369	834	883	208	438	587	484	979	738	220	558	367	422	149	
Unweighted Sample	1717	414	535	121	554	421	390	809	908	101	456	699	461	1142	575	251	572	343	391	160	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	76	4	10	31	30	27	32	29	33	36	22	32	44	29	17	18
Lab	43	0	100	0	6	87	37	38	48	53	39	47	35	39	47	44	31	38	60	43
Lib Dem	9	0	0	100	2	2	36	10	8	7	13	7	9	11	6	9	11	9	6	7
Other	18	0	0	0	17	7	17	22	14	13	16	17	23	14	24	15	14	23	16	32

Other Parties Voting Intention

UKIP	9	0	0	0	13	3	7	11	7	4	5	9	13	6	13	9	10	10	10	1
SNP / PCY	3	0	0	0	1	2	2	3	3	0	4	3	4	3	4	0	0	3	0	28
Green	2	0	0	0	1	1	7	3	2	3	4	1	3	3	2	3	2	3	3	1
BNP	2	0	0	0	2	1	0	3	1	5	1	2	2	1	4	2	1	6	1	0
Respect	1	0	0	0	0	1	0	1	0	0	1	0	1	0	1	1	0	0	1	1
Other	1	0	0	0	0	0	1	1	0	0	0	1	0	1	0	0	0	1	1	1

Non Voters

Would Not Vote	7	0	0	0	3	2	6	5	8	7	10	6	5	5	9	9	5	7	8	5
Don't know	16	0	0	0	14	10	21	12	20	20	16	15	14	15	17	19	15	17	14	16

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

	April 24-25	April 25-26	Voting intention			2010 Vote			Gender		Age				Social grade		Region				
Approve	23	23	69	3	41	48	6	18	28	18	28	25	22	21	29	16	25	32	22	13	18
Disapprove	63	64	14	93	43	38	88	67	62	65	56	59	66	69	58	72	58	55	69	72	69
Don't know	14	13	17	5	16	14	6	15	9	16	16	16	12	10	14	12	17	13	9	15	12

Fieldwork: 25th - 26th April 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		
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

April 11-12
April 25-26

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	28	26	83	3	7	63	4	8	30	22	24	24	24	30	31	20	25	36	25	17	18
Applies most to Labour	26	29	1	75	5	4	68	25	28	31	38	29	28	28	28	31	28	22	28	41	31
Applies most to the Liberal Democrats	10	10	3	3	77	3	3	32	12	8	7	12	9	9	12	7	11	9	10	9	10
Applies to none of them	25	24	8	13	5	22	17	27	24	24	11	19	28	29	20	29	23	20	29	25	25
Don't know	12	11	5	7	6	8	9	8	8	14	20	15	10	4	10	13	13	13	8	9	16

It is led by people of real ability

Applies most to the Conservatives	22	18	64	2	13	46	4	8	21	16	22	19	15	20	22	13	16	28	17	9	15
Applies most to Labour	12	16	1	43	6	2	41	9	16	16	23	16	15	13	14	19	18	11	15	21	18
Applies most to the Liberal Democrats	4	3	1	1	30	1	1	9	4	3	2	5	2	3	4	3	6	4	2	3	3
Applies to none of them	46	48	25	42	35	42	43	59	50	46	32	41	52	56	47	49	43	42	54	52	47
Don't know	15	14	9	12	17	9	12	14	10	19	21	19	15	7	14	15	18	14	11	15	17

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	48	52	86	40	40	73	41	44	54	49	63	47	50	53	53	50	45	55	55	48	50
Applies most to Labour	9	9	0	24	11	2	24	7	9	10	9	10	10	8	10	9	12	7	9	11	10
Applies most to the Liberal Democrats	4	3	1	2	23	1	2	9	5	2	1	4	3	4	4	2	7	4	1	2	2
Applies to none of them	26	24	10	21	15	19	22	28	24	24	7	22	26	29	22	25	23	23	26	23	23
Don't know	13	12	3	12	11	5	13	12	9	16	20	17	11	6	11	13	13	11	10	15	15

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	26	8	40	18	14	39	28	26	25	25	18	25	33	22	31	23	22	26	30	30
Applies most to Labour	26	24	50	8	51	40	7	27	28	20	18	25	24	24	29	17	25	28	23	21	15
Applies most to the Liberal Democrats	29	29	26	40	9	26	39	25	28	30	36	29	27	28	29	29	30	26	32	31	25
Applies to none of them	10	9	7	5	8	8	7	8	10	8	4	9	11	8	8	10	6	10	10	6	13
Don't know	14	13	8	7	14	11	7	12	8	17	18	18	12	7	12	14	15	14	9	12	17

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	35	113
Male 25 to 39	202	233
Male 40 to 59	365	307
Male 60 +	278	231
Female 18 to 24	54	107
Female 25 to 39	263	231
Female 40 to 59	369	314
Female 60 +	251	282
Region		
North England	444	447
Midlands	274	298
East England	169	174
London	258	233
South England	508	416
Wales	60	91
Scotland	104	158
Social Grade		
AB	667	509
C1	572	527
C2	242	382
DE	336	400
Newspaper Type		
Express / Mail	392	291
Sun / Star	223	427
Mirror / Record	103	182
Guardian / Independent	104	82
FT / Times / Telegraph	126	173
Other Paper	218	209
No Paper	651	454
Political Party Identification		
Labour	546	591
Conservative	538	518
Liberal Democrat	209	218
SNP/Plaid Cymru	34	31
Others	71	24
None/ DK	419	436

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