

YouGov / The Sun Survey Results

Sample Size: 1722 GB Adults
Fieldwork: 18th - 19th 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	1722	402	563	99	549	455	392	837	885	208	439	589	486	982	740	220	560	369	424	150
Unweighted Sample	1722	392	535	114	543	416	431	809	913	114	448	693	467	1158	564	209	607	318	429	159
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	77	3	10	31	33	33	35	29	32	34	29	36	41	32	27	10
Lab	45	0	100	0	6	90	43	43	47	50	46	45	41	41	50	49	31	49	55	47
Lib Dem	8	0	0	100	2	1	29	9	6	6	7	8	9	10	5	7	12	5	6	6
Other	16	0	0	0	15	6	17	17	14	12	13	17	18	16	16	8	17	14	12	36

Other Parties Voting Intention

UKIP	7	0	0	0	13	2	6	9	6	4	4	6	13	7	8	4	11	8	6	3
SNP / PCY	4	0	0	0	0	2	4	4	3	2	3	5	3	4	3	1	0	2	0	33
Green	3	0	0	0	1	1	6	2	3	5	2	3	2	3	2	3	3	2	3	1
BNP	1	0	0	0	0	0	1	1	1	0	1	1	1	1	2	1	1	0	3	0
Respect	0	0	0	0	0	1	0	1	0	0	1	1	0	0	0	0	0	1	1	0
Other	1	0	0	0	0	0	1	1	1	1	1	1	0	1	1	0	1	1	0	0

Non Voters

Would Not Vote	8	0	0	0	5	2	7	8	9	11	13	7	5	7	10	7	8	11	9	3
Don't know	18	0	0	0	18	9	25	12	24	24	18	18	16	16	20	14	20	20	16	21

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

	April 17-18	April 18-19																			
Approve	25	23	74	3	39	49	4	17	25	20	19	25	22	23	26	19	25	28	21	18	15
Disapprove	61	62	10	92	43	36	89	69	63	62	59	54	66	68	60	66	58	53	64	73	72
Don't know	15	15	16	5	18	16	7	14	12	17	22	20	12	10	15	15	17	19	15	9	12

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

April 4-5 April 18-19

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	31	33	4	59	29	8	56	39	35	31	34	34	33	29	31	34	26	29	28	36	57
Applies most to Labour	33	30	59	7	49	51	11	28	31	28	25	27	28	36	33	25	34	32	28	28	21
Applies most to the Liberal Democrats	10	11	14	14	1	16	14	4	13	9	3	8	13	15	9	13	8	11	13	13	3
Applies to none of them	10	12	14	11	10	13	10	13	11	12	15	11	11	11	12	11	18	13	12	9	9
Don't know	16	15	8	8	11	11	10	15	10	20	23	20	14	8	14	16	13	15	19	14	10

Even if I don't always agree with it, at least its heart is in the right place

Applies most to the Conservatives	20	20	65	2	10	48	4	6	20	19	13	16	20	26	21	17	20	22	21	19	11
Applies most to Labour	29	30	3	72	6	6	63	30	31	28	29	24	33	31	26	34	32	22	29	36	38
Applies most to the Liberal Democrats	17	17	16	9	72	13	9	34	18	16	17	21	15	14	19	13	16	22	13	13	15
Applies to none of them	21	22	11	13	9	23	18	21	23	22	18	25	20	24	23	22	18	23	23	22	27
Don't know	13	12	6	4	4	10	5	10	8	15	23	14	11	5	10	14	14	11	14	10	8

It seems to have succeeded in moving on and left its past behind it

Applies most to the Conservatives	18	17	50	3	17	36	5	10	20	14	16	18	16	17	19	13	18	19	17	14	10
Applies most to Labour	17	19	4	43	8	6	37	17	20	17	19	14	21	20	16	22	21	13	20	23	21
Applies most to the Liberal Democrats	7	6	5	5	25	5	4	8	5	7	5	5	7	6	6	6	6	6	4	7	5
Applies to none of them	42	44	33	41	38	41	47	49	45	44	33	46	43	50	47	41	37	48	43	43	51
Don't know	16	14	7	8	13	12	7	17	10	18	28	16	14	8	12	18	18	13	17	13	13

It seems to appeal to one section of society rather than to the whole country

Applies most to the Conservatives	53	52	19	81	52	23	83	65	55	50	43	47	56	56	52	53	49	48	50	56	68
Applies most to Labour	21	21	50	5	32	41	3	15	24	18	24	22	17	22	23	17	26	24	19	19	8
Applies most to the Liberal Democrats	6	6	12	4	4	11	5	2	7	6	3	7	6	7	6	6	6	6	6	5	10
Applies to none of them	8	8	11	5	5	12	3	6	6	10	8	8	9	8	8	9	7	9	10	8	6
Don't know	12	13	8	5	7	12	5	13	9	17	22	16	12	7	11	15	11	14	15	12	9

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	46	107
Male 25 to 39	195	220
Male 40 to 59	327	291
Male 60 +	241	219
Female 18 to 24	68	102
Female 25 to 39	253	219
Female 40 to 59	366	298
Female 60 +	226	267
Region		
North England	429	424
Midlands	249	282
East England	150	165
London	209	220
South England	457	394
Wales	69	86
Scotland	159	150
Social Grade		
AB	619	482
C1	539	499
C2	253	362
DE	311	379
Newspaper Type		
Express / Mail	358	276
Sun / Star	189	405
Mirror / Record	112	172
Guardian / Independent	103	77
FT / Times / Telegraph	116	164
Other Paper	271	198
No Paper	573	431
Political Party Identification		
Labour	527	560
Conservative	490	491
Liberal Democrat	207	207
SNP/Plaid Cymru	37	29
Others	76	22
None/ DK	385	413

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