

YouGov / The Sun Survey Results

Sample Size: 1749 GB Adults
Fieldwork: 1st - 2nd 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	1749	448	579	104	543	466	383	850	899	212	446	598	493	997	752	224	568	374	430	152	
Unweighted Sample	1749	463	537	108	573	434	395	845	904	87	452	738	472	1147	602	263	582	367	397	140	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	33	100	0	0	82	5	11	33	33	29	32	31	37	37	28	35	42	39	23	14
Lab	43	0	100	0	3	88	43	42	44	53	46	44	34	38	50	45	32	43	58	36
Lib Dem	8	0	0	100	0	1	28	8	8	3	9	9	7	9	5	9	10	6	5	10
Other	16	0	0	0	15	5	18	18	15	15	12	16	21	16	16	11	17	12	14	40

Other Parties Voting Intention

UKIP	8	0	0	0	12	2	7	8	9	5	4	7	15	8	9	8	12	6	8	3
SNP / PCY	3	0	0	0	0	1	2	4	2	3	3	3	2	3	2	0	0	1	0	29
Green	3	0	0	0	1	1	8	3	4	5	4	2	3	4	2	2	3	2	4	5
BNP	1	0	0	0	1	1	0	2	0	1	0	2	1	1	2	0	1	2	1	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	1	1	1	1	0	0	1	1	1	0	2	0	0	1	2	1

Non Voters

Would Not Vote	7	0	0	0	5	2	4	6	8	8	11	7	4	6	9	3	7	8	7	10
Don't know	15	0	0	0	14	10	19	11	20	14	16	14	17	15	16	17	18	14	14	13

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

		April 30- May 1			May 1-2																
Approve	24	23	67	3	33	47	7	17	25	20	19	23	23	24	27	17	27	27	25	16	15
Disapprove	59	63	17	93	49	35	87	70	64	62	56	58	68	64	59	68	57	56	62	75	65
Don't know	17	14	15	5	18	18	7	14	11	18	25	20	9	12	14	15	16	17	13	9	20

Which of these would make the best Prime Minister?

		April 17- 18			May 1-2																
David Cameron	31	31	91	5	23	72	6	18	36	27	31	27	30	37	36	26	39	36	34	24	18
Ed Miliband	22	21	1	56	6	2	51	19	22	20	22	19	23	21	20	23	25	16	21	26	24
Nick Clegg	5	5	2	3	37	1	3	13	6	4	3	7	5	3	5	4	5	6	3	5	6
Don't know	42	42	6	37	34	25	39	50	36	48	44	46	42	39	39	48	31	42	42	45	52

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

If you had to choose, which of the following options would be best for Britain?

A majority Conservative government	28	29	82	2	6	71	5	11	32	25	24	23	28	37	32	24	31	33	33	22	16
A coalition between the Conservatives and Liberal Democrats	8	8	15	1	38	9	1	14	8	8	7	8	8	9	9	7	9	10	8	6	6
A coalition between Labour and the Liberal Democrats	12	12	0	16	31	2	11	28	14	10	12	15	13	9	14	9	12	11	10	13	20
A majority Labour government	29	31	0	78	3	2	74	26	31	31	35	30	33	27	27	36	30	22	30	42	35
Don't know	23	20	2	3	22	16	9	22	14	26	22	25	19	17	18	24	17	23	20	17	24

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	37	108
Male 25 to 39	195	224
Male 40 to 59	371	296
Male 60 +	242	222
Female 18 to 24	50	103
Female 25 to 39	257	222
Female 40 to 59	367	303
Female 60 +	230	271
Region		
North England	397	430
Midlands	277	287
East England	189	168
London	263	224
South England	393	401
Wales	90	87
Scotland	140	152
Social Grade		
AB	643	490
C1	504	507
C2	261	367
DE	341	385
Newspaper Type		
Express / Mail	363	280
Sun / Star	246	411
Mirror / Record	116	175
Guardian / Independent	87	79
FT / Times / Telegraph	124	166
Other Paper	251	201
No Paper	562	437
Political Party Identification		
Labour	536	568
Conservative	515	498
Liberal Democrat	203	210
SNP/Plaid Cymru	38	30
Others	79	23
None/ DK	378	420

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