

## YouGov / The Sun Survey Results

Sample Size: 1744 GB Adults  
Fieldwork: 4th - 5th 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	
<b>Weighted Sample</b>	<b>1744</b>	430	545	105	563	445	363	848	896	211	445	596	492	994	750	223	567	373	429	152
<b>Unweighted Sample</b>	<b>1744</b>	432	518	111	556	423	382	839	905	123	463	656	502	1171	573	257	591	352	384	160
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>33</b>	100	0	0	78	4	11	33	33	24	30	34	38	37	27	33	46	34	22	12
Lab	<b>42</b>	0	100	0	7	90	38	41	43	46	47	40	37	39	45	48	30	43	54	40
Lib Dem	<b>8</b>	0	0	100	2	0	31	8	8	9	11	8	5	10	6	8	10	7	8	5
Other	<b>17</b>	0	0	0	13	6	19	18	17	21	12	18	20	14	23	10	14	16	17	44

### Other Parties Voting Intention

UKIP	<b>7</b>	0	0	0	9	2	4	6	7	5	2	6	12	6	8	4	8	8	6	4
SNP / PCY	<b>4</b>	0	0	0	1	3	2	5	4	7	4	5	3	3	6	2	0	3	0	37
Green	<b>3</b>	0	0	0	1	0	9	3	3	8	3	2	2	3	3	2	3	2	4	2
BNP	<b>2</b>	0	0	0	1	0	0	3	1	0	2	3	2	1	4	1	1	3	4	0
Respect	<b>1</b>	0	0	0	0	0	1	1	0	1	1	1	0	1	1	0	0	0	2	0
Other	<b>1</b>	0	0	0	1	0	1	1	1	0	1	1	1	1	1	1	1	1	1	1

### Non Voters

Would Not Vote	<b>9</b>	0	0	0	5	3	5	7	10	9	12	9	5	6	11	11	6	9	11	5
Don't know	<b>16</b>	0	0	0	17	8	24	10	23	13	17	19	14	16	17	12	19	17	16	14

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

	April 3-4	April 4-5	Voting intention		2010 Vote			Gender		Age				Social grade		Region					
Approve	22	<b>25</b>	75	5	45	49	6	17	30	21	28	26	24	24	32	16	30	33	23	19	14
Disapprove	64	<b>63</b>	14	91	32	37	89	71	62	63	57	58	64	68	56	72	55	54	63	72	78
Don't know	14	<b>12</b>	11	4	22	14	5	12	8	16	15	16	13	7	12	13	16	13	14	9	8

Fieldwork: 4th - 5th 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
<b>Weighted Sample</b>	<b>1744</b>	<b>430</b>	<b>545</b>	<b>105</b>	<b>563</b>	<b>445</b>	<b>363</b>	<b>848</b>	<b>896</b>	<b>211</b>	<b>445</b>	<b>596</b>	<b>492</b>	<b>994</b>	<b>750</b>	<b>223</b>	<b>567</b>	<b>373</b>	<b>429</b>	<b>152</b>
Unweighted Sample	1744	432	518	111	556	423	382	839	905	123	463	656	502	1171	573	257	591	352	384	160
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	March 21-22	April 4-5																			
<b>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?</b>																					
<b>It seems rather old and tired</b>																					
Applies most to the Conservatives	31	31	3	57	28	7	54	41	33	29	42	33	26	29	30	32	26	26	30	35	44
Applies most to Labour	33	33	68	7	54	57	11	30	38	29	26	30	34	39	37	28	32	41	34	26	27
Applies most to the Liberal Democrats	10	10	10	15	0	12	15	4	11	9	4	8	10	13	9	11	10	10	10	10	8
Applies to none of them	11	10	11	10	11	11	10	13	10	10	11	7	12	10	11	9	9	11	10	10	6
Don't know	16	16	7	11	7	12	11	13	9	23	18	22	17	9	13	20	22	13	16	18	14
<b>Even if I don't always agree with it, at least its heart is in the right place</b>																					
Applies most to the Conservatives	22	20	62	1	7	48	3	5	22	18	11	17	20	27	21	19	22	28	17	14	12
Applies most to Labour	31	29	5	69	9	7	68	25	31	28	33	27	27	32	26	33	29	23	29	35	35
Applies most to the Liberal Democrats	14	17	18	11	68	14	7	36	20	15	26	19	15	14	22	10	18	19	18	16	10
Applies to none of them	21	21	10	11	13	21	13	23	21	22	15	19	25	22	19	24	14	21	24	21	28
Don't know	12	13	5	8	3	10	9	10	8	18	15	18	13	6	11	15	17	10	12	14	16
<b>It seems to have succeeded in moving on and left its past behind it</b>																					
Applies most to the Conservatives	19	18	53	4	14	37	5	9	22	15	24	18	16	19	21	15	19	23	17	15	15
Applies most to Labour	18	17	4	39	11	4	36	17	20	14	26	16	15	16	15	19	18	14	16	21	15
Applies most to the Liberal Democrats	8	7	9	5	23	7	5	11	8	6	8	8	6	6	8	6	7	8	10	5	3
Applies to none of them	38	42	26	41	46	39	43	50	41	43	23	37	45	51	43	41	38	41	40	43	54
Don't know	17	16	8	11	5	12	11	13	9	21	20	21	17	8	13	19	18	14	16	16	13
<b>It seems to appeal to one section of society rather than to the whole country</b>																					
Applies most to the Conservatives	51	53	19	80	54	28	79	66	54	51	51	49	52	57	51	55	49	46	51	59	65
Applies most to Labour	20	21	51	4	26	42	6	13	23	19	20	23	19	21	25	15	22	28	19	15	14
Applies most to the Liberal Democrats	8	6	12	4	8	10	4	4	8	5	6	3	7	9	6	7	8	7	8	4	4
Applies to none of them	8	8	10	5	6	10	5	8	8	8	9	7	8	8	8	8	8	7	9	8	4
Don't know	14	12	8	6	6	11	7	9	7	17	14	17	14	5	10	15	12	11	13	14	12

## 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.
<b>Age and Gender</b>		
Male 18 to 24	40	108
Male 25 to 39	198	223
Male 40 to 59	329	295
Male 60 +	272	221
Female 18 to 24	83	103
Female 25 to 39	265	221
Female 40 to 59	327	302
Female 60 +	230	270
<b>Region</b>		
North England	384	429
Midlands	275	286
East England	168	167
London	257	223
South England	423	399
Wales	77	87
Scotland	160	152
<b>Social Grade</b>		
AB	638	488
C1	533	506
C2	278	366
DE	295	384
<b>Newspaper Type</b>		
Express / Mail	397	279
Sun / Star	173	410
Mirror / Record	118	174
Guardian / Independent	97	78
FT / Times / Telegraph	121	166
Other Paper	245	201
No Paper	593	436
<b>Political Party Identification</b>		
Labour	522	567
Conservative	507	497
Liberal Democrat	199	209
SNP/Plaid Cymru	34	30
Others	69	23
None/ DK	413	419

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