

YouGov / The Sun Survey Results

Sample Size: 1759 GB Adults
Fieldwork: 11th - 12th July 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	1759	449	561	116	551	463	351	855	904	213	449	602	496	1003	756	225	572	376	433	153
Unweighted Sample	1759	460	531	117	549	440	380	840	919	76	457	733	493	1161	598	261	608	316	427	147
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	81	1	13	34	34	23	28	36	39	37	29	34	43	37	23	23
Lab	42	0	100	0	4	93	38	41	43	49	50	43	33	37	49	45	31	42	57	34
Lib Dem	9	0	0	100	1	1	32	8	9	16	10	7	7	10	7	7	11	6	9	6
Other	16	0	0	0	13	4	17	17	14	12	12	14	22	16	16	13	14	15	11	37

Other Parties Voting Intention

UKIP	7	0	0	0	10	1	5	9	5	1	2	6	14	6	9	10	9	6	5	3
SNP / PCY	3	0	0	0	0	1	4	4	3	0	2	4	5	5	2	0	1	3	0	28
Green	3	0	0	0	1	1	7	4	2	8	5	2	2	4	2	3	3	4	2	6
BNP	1	0	0	0	1	1	0	1	2	0	2	2	0	1	2	0	1	1	3	0
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	0	0	0	0	1	3	0	0	0	1	0	0	1	1	1	0

Non Voters

Would Not Vote	8	0	0	0	3	3	4	7	10	16	13	6	4	8	9	5	9	11	6	9
Don't know	16	0	0	0	13	11	20	11	21	24	17	12	16	14	18	16	18	16	16	10

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

	July 10-11	July 11-12																			
Approve	24	23	68	5	27	50	6	17	28	18	24	20	25	23	27	18	29	25	23	20	15
Disapprove	59	61	15	89	58	33	86	67	60	62	49	58	62	67	57	66	53	57	60	66	76
Don't know	17	16	17	6	15	17	8	16	12	19	27	22	12	10	15	16	17	18	17	14	9

*Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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	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	1759	449	561	116	551	463	351	855	904	213	449	602	496	1003	756	225	572	376	433	153
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	June 27-28	July 11-12																			
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	33	35	4	62	39	9	58	39	37	33	40	41	34	28	33	37	35	29	33	39	49
Applies most to Labour	25	26	57	4	35	50	5	24	28	24	19	23	28	28	28	22	27	31	26	22	16
Applies most to the Liberal Democrats	13	14	18	15	3	18	18	9	17	12	9	8	14	23	13	16	14	15	15	15	10
Applies to none of them	12	11	15	11	12	14	10	14	9	13	7	10	12	13	13	9	10	11	13	11	10
Don't know	17	14	6	8	11	9	9	14	9	18	25	19	11	7	13	15	14	14	13	14	15
Even if I don't always agree with it, at least its heart is in the right place																					
Applies most to the Conservatives	21	23	66	6	4	55	6	7	25	21	14	20	23	28	24	21	26	25	23	21	12
Applies most to Labour	33	30	2	69	14	5	67	30	31	29	28	29	32	29	26	35	31	24	27	38	34
Applies most to the Liberal Democrats	15	16	14	8	62	12	6	33	17	14	13	20	13	16	18	13	17	19	14	13	15
Applies to none of them	21	21	13	11	8	22	13	21	21	20	18	17	23	23	21	20	17	20	24	16	31
Don't know	10	11	5	6	12	6	8	9	6	15	26	14	8	4	11	11	9	11	12	12	7
It seems to have succeeded in moving on and left its past behind it																					
Applies most to the Conservatives	17	16	42	5	12	32	6	13	18	13	10	16	16	17	17	14	21	17	15	11	17
Applies most to Labour	23	22	5	46	19	8	42	19	25	19	22	19	23	22	20	25	20	16	22	30	21
Applies most to the Liberal Democrats	6	7	8	5	23	7	4	11	8	5	6	6	7	7	7	6	8	7	8	4	4
Applies to none of them	40	42	36	35	33	45	37	45	42	43	39	41	43	44	43	41	39	45	41	40	49
Don't know	14	14	8	9	12	9	11	12	7	20	23	18	11	9	13	15	11	15	14	15	9
It seems to appeal to one section of society rather than to the whole country																					
Applies most to the Conservatives	52	52	20	82	49	28	79	57	50	53	53	47	52	54	51	52	52	45	47	58	67
Applies most to Labour	20	20	47	4	24	39	5	16	24	16	17	15	22	22	20	19	20	22	20	18	16
Applies most to the Liberal Democrats	8	9	16	7	6	15	7	7	11	7	4	9	10	11	10	8	8	11	12	6	8
Applies to none of them	7	7	10	3	6	10	4	6	6	8	2	10	7	7	6	8	7	9	6	6	3
Don't know	12	13	7	4	14	9	5	13	8	17	23	19	9	6	12	13	13	13	15	12	6

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	43	113
Male 25 to 39	219	234
Male 40 to 59	344	308
Male 60 +	285	232
Female 18 to 24	53	108
Female 25 to 39	261	232
Female 40 to 59	357	316
Female 60 +	263	283
Region		
North England	454	449
Midlands	253	299
East England	170	175
London	210	234
South England	479	418
Wales	78	91
Scotland	181	159
Social Grade		
AB	619	511
C1	560	529
C2	270	383
DE	376	402
Newspaper Type		
Express / Mail	365	292
Sun / Star	218	429
Mirror / Record	111	183
Guardian / Independent	94	82
FT / Times / Telegraph	125	173
Other Paper	274	210
No Paper	638	456
Political Party Identification		
Labour	561	593
Conservative	547	520
Liberal Democrat	211	219
SNP/Plaid Cymru	54	31
Others	87	24
None/ DK	365	438

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