

YouGov / The Sun Survey Results

Sample Size: 1653 GB Adults
Fieldwork: 29th - 30th August 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	1653	432	544	125	514	432	358	803	850	200	422	565	466	942	711	212	537	354	407	144	
Unweighted Sample	1653	423	470	133	543	374	388	794	859	84	403	685	481	1088	565	234	530	319	388	182	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	81	4	13	35	32	27	35	27	42	36	30	34	42	36	26	18
Lab	42	0	100	0	4	89	43	38	47	48	40	49	33	39	47	47	33	40	52	46
Lib Dem	10	0	0	100	2	2	35	11	8	12	11	10	7	12	6	9	12	10	9	5
Other	15	0	0	0	14	5	10	17	13	12	14	14	18	13	17	11	13	15	12	32

Other Parties Voting Intention

UKIP	8	0	0	0	11	3	5	9	7	2	5	7	14	7	10	5	9	10	9	3
SNP / PCY	4	0	0	0	1	2	1	4	3	5	3	4	3	4	4	1	0	3	1	25
Green	2	0	0	0	1	0	3	2	2	5	3	2	1	2	3	4	3	1	1	4
BNP	1	0	0	0	1	0	0	1	1	0	2	1	0	0	1	1	1	1	0	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	1	0	1	1	1	0	0	1	0	1	0	0	1	0

Non Voters

Would Not Vote	6	0	0	0	3	3	4	5	7	6	11	6	3	6	7	8	7	5	7	4
Don't know	15	0	0	0	15	9	22	12	19	18	17	16	13	14	18	11	18	20	12	12

Aug 28-29 | Aug 29-30

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

Approve	21	23	65	3	33	45	8	15	27	19	23	26	20	24	26	19	30	29	19	19	13
Disapprove	64	63	18	92	54	37	87	72	63	63	63	57	68	63	61	65	54	57	62	73	71
Don't know	14	14	18	5	13	18	4	14	10	18	15	18	12	13	12	16	15	14	19	8	16

Fieldwork: 29th - 30th August 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	1653	432	544	125	514	432	358	803	850	200	422	565	466	942	711	212	537	354	407	144	
Unweighted Sample	1653	423	470	133	543	374	388	794	859	84	403	685	481	1088	565	234	530	319	388	182	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Aug 15-16	Aug 29-30																			
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	27	27	79	3	8	62	6	9	31	22	26	24	22	34	30	21	29	32	27	21	16
Applies most to Labour	30	29	2	77	10	2	69	28	29	29	40	27	31	24	29	30	29	24	24	39	36
Applies most to the Liberal Democrats	11	11	3	4	72	4	2	33	12	10	11	12	12	7	13	8	11	12	10	8	10
Applies to none of them	19	22	9	10	6	22	14	20	20	24	10	21	24	26	19	26	17	20	23	24	28
Don't know	13	12	8	6	4	10	8	10	8	15	14	17	11	8	9	15	14	12	16	7	10
It is led by people of real ability																					
Applies most to the Conservatives	22	19	60	1	13	45	3	8	21	16	18	19	16	22	19	18	22	25	15	15	10
Applies most to Labour	17	16	1	44	8	2	40	14	16	16	20	14	18	14	15	18	20	10	15	22	22
Applies most to the Liberal Democrats	3	4	1	1	33	1	1	9	5	3	9	4	3	3	5	3	2	5	3	4	5
Applies to none of them	42	46	26	42	34	41	42	55	46	45	35	42	50	49	48	44	39	44	49	48	48
Don't know	16	15	12	11	12	13	15	14	11	19	17	20	13	12	13	18	16	16	18	11	15
Its leaders are prepared to take tough and unpopular decisions																					
Applies most to the Conservatives	45	39	73	29	23	60	28	34	40	38	41	38	37	40	41	37	43	46	31	39	27
Applies most to Labour	12	12	2	29	10	2	27	10	11	13	15	11	12	11	12	12	14	7	13	15	15
Applies most to the Liberal Democrats	4	5	1	3	38	1	5	10	7	4	7	6	5	6	6	4	5	7	5	4	5
Applies to none of them	25	31	18	29	24	29	29	33	32	30	13	29	35	35	30	32	25	27	37	32	36
Don't know	14	13	7	10	5	7	11	12	11	15	24	16	11	8	11	15	14	13	13	10	17
It seems to chop and change all the time: you can never be quite sure what it stands for																					
Applies most to the Conservatives	29	29	12	43	31	18	41	31	30	27	20	20	32	36	25	34	22	25	27	37	32
Applies most to Labour	22	20	41	4	44	32	8	22	24	17	16	22	22	19	21	19	20	24	23	15	15
Applies most to the Liberal Democrats	27	29	28	42	10	25	38	27	27	30	40	30	27	24	35	21	37	28	25	29	29
Applies to none of them	8	8	8	5	7	11	6	8	8	9	4	8	8	11	7	10	5	10	8	8	9
Don't know	15	14	12	7	8	14	7	13	11	17	20	20	11	10	12	16	15	13	18	11	15

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	34	102
Male 25 to 39	179	212
Male 40 to 59	324	279
Male 60 +	257	210
Female 18 to 24	50	98
Female 25 to 39	224	210
Female 40 to 59	361	286
Female 60 +	224	256
Region		
North England	388	407
Midlands	240	271
East England	142	159
London	234	212
South England	388	379
Wales	79	83
Scotland	182	144
Social Grade		
AB	600	463
C1	488	479
C2	242	347
DE	323	364
Newspaper Type		
Express / Mail	323	264
Sun / Star	159	388
Mirror / Record	91	165
Guardian / Independent	107	74
FT / Times / Telegraph	119	157
Other Paper	230	190
No Paper	624	413
Political Party Identification		
Labour	455	537
Conservative	479	471
Liberal Democrat	201	198
SNP/Plaid Cymru	39	28
Others	79	21
None/ DK	400	397

YouGov is a member of the British Polling Council and abides by its rules.

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