

YouGov / The Sun Survey Results

Sample Size: 1311 GB Adults
Fieldwork: 5th - 6th September 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	1311	335	450	82	442	324	287	616	671	139	332	447	369	730	556	164	428	275	313	107
Unweighted Sample	1311	322	432	74	433	319	280	603	708	47	314	538	412	761	549	158	471	264	312	106
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	79	2	14	32	35	19	35	33	38	35	31	37	40	33	27	20
Lab	45	0	100	0	9	93	48	45	46	59	48	46	38	45	46	45	37	44	58	43
Lib Dem	8	0	0	100	1	2	30	10	7	10	9	8	7	9	7	8	10	6	6	11
Other	13	0	0	0	11	2	9	13	13	12	9	13	17	10	17	10	12	16	9	25

Other Parties Voting Intention

SNP / PCY	2	0	0	0	0	0	1	2	2	4	2	1	3	3	2	1	0	2	1	18
Green	3	0	0	0	1	1	4	2	4	8	2	3	1	3	2	5	3	3	2	1
UKIP	6	0	0	0	9	0	4	7	6	1	2	6	12	4	10	4	7	10	5	4
BNP	1	0	0	0	1	0	0	1	0	0	1	1	0	0	1	1	1	0	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	0	1	0	0	1	0	1	1	1	0	1	0	1	1	1	0

Non Voters

Would Not Vote	6	0	0	0	2	2	4	5	7	11	7	6	4	6	7	5	6	9	5	4
Don't know	16	0	0	0	19	10	19	11	22	12	17	15	19	15	18	16	16	19	15	17

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

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

	Sep 4-5	Sep 5-6	Voting intention		2010 Vote			Gender		Age				Social grade		Region					
Approve	14	23	68	3	26	48	4	16	26	21	16	22	26	23	25	20	25	28	21	18	19
Disapprove	62	61	15	91	53	34	90	67	63	60	61	58	63	63	59	65	56	55	60	70	73
Don't know	14	16	17	6	21	19	7	17	12	19	23	20	12	14	16	15	19	17	18	12	8

Fieldwork: 5th - 6th September 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	1311	335	450	82	442	324	287	616	671	139	332	447	369	730	556	164	428	275	313	107
Unweighted Sample	1311	322	432	74	433	319	280	603	708	47	314	538	412	761	549	158	471	264	312	106
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Aug 22-23

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	36	3	67	49	10	62	48	41	32	50	41	35	27	38	34	44	27	32	44	47
Applies most to Labour	25	26	59	4	31	49	4	19	26	26	7	26	28	30	25	27	28	32	28	18	19
Applies most to the Liberal Democrats	13	13	16	14	1	16	14	7	12	13	10	6	13	19	13	12	12	12	14	12	12
Applies to none of them	11	11	11	9	15	11	12	13	11	12	16	10	10	12	12	10	9	13	11	10	9
Don't know	17	14	11	5	5	14	8	14	10	18	16	17	13	13	13	16	8	16	15	15	12

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

Applies most to the Conservatives	21	22	64	3	8	50	5	8	25	20	18	21	19	29	23	21	23	25	26	18	13
Applies most to Labour	33	31	3	69	14	7	63	34	33	29	30	28	37	27	30	32	27	26	28	41	33
Applies most to the Liberal Democrats	14	15	13	10	66	10	7	34	15	15	20	15	14	14	17	13	17	18	11	11	20
Applies to none of them	19	21	13	14	7	22	20	14	18	24	19	23	20	21	20	22	22	20	23	19	25
Don't know	13	11	7	5	4	11	6	10	9	13	12	14	11	8	9	13	12	10	12	11	9

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

Applies most to the Conservatives	17	18	50	3	12	36	6	10	21	15	19	14	19	20	18	18	18	22	18	14	18
Applies most to Labour	19	20	2	47	9	6	40	24	24	17	21	16	23	20	20	22	21	19	16	25	20
Applies most to the Liberal Democrats	7	6	7	6	24	5	6	11	6	7	4	8	7	5	6	6	5	6	6	8	5
Applies to none of them	41	41	32	36	41	40	35	42	38	43	43	42	37	44	43	38	43	40	45	37	45
Don't know	16	14	10	8	14	12	12	13	11	18	13	20	14	11	13	16	13	13	15	17	12

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

Applies most to the Conservatives	53	52	16	82	51	26	80	64	53	50	70	47	52	49	51	53	51	47	48	56	69
Applies most to Labour	19	20	51	4	18	41	3	12	21	19	9	22	19	24	22	18	24	24	19	17	10
Applies most to the Liberal Democrats	8	8	13	5	9	11	5	5	9	6	4	5	9	9	8	7	4	10	6	8	8
Applies to none of them	7	8	9	5	18	10	5	8	8	9	8	8	8	9	8	8	10	8	12	7	5
Don't know	14	12	11	4	4	12	7	10	8	16	9	18	12	8	11	14	11	12	15	13	8

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	32	106
Male 25 to 39	209	220
Male 40 to 59	353	290
Male 60 +	247	218
Female 18 to 24	48	101
Female 25 to 39	277	218
Female 40 to 59	334	297
Female 60 +	216	266
Region		
North England	387	422
Midlands	241	281
East England	158	165
London	310	220
South England	401	393
Wales	89	86
Scotland	130	149
Social Grade		
AB	663	480
C1	477	498
C2	256	360
DE	320	378
Newspaper Type		
Express / Mail	334	275
Sun / Star	177	403
Mirror / Record	102	172
Guardian / Independent	106	77
FT / Times / Telegraph	109	163
Other Paper	236	197
No Paper	652	429
Political Party Identification		
Labour	531	558
Conservative	495	489
Liberal Democrat	185	206
SNP/Plaid Cymru	30	29
Others	99	22
None/ DK	376	412

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