

YouGov / The Sun Survey Results

Sample Size: 1674 GB Adults
Fieldwork: 21st - 22nd August 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	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	1674	435	548	132	542	413	378	814	860	203	427	573	472	954	720	214	544	358	412	146
Unweighted Sample	1674	452	501	117	557	367	400	811	863	73	429	687	485	1130	544	237	605	340	368	124
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	80	1	11	33	33	25	32	32	39	37	27	31	44	34	24	21
Lab	42	0	100	0	5	94	40	38	46	35	48	45	36	39	45	44	32	39	58	37
Lib Dem	10	0	0	100	2	0	35	12	8	17	9	9	9	10	10	13	11	10	9	5
Other	15	0	0	0	13	5	14	16	13	23	11	14	16	13	18	12	13	17	9	37

Other Parties Voting Intention

UKIP	6	0	0	0	9	2	5	7	6	2	3	7	10	4	9	7	8	6	5	4
SNP / PCY	3	0	0	0	0	2	1	3	3	4	2	3	3	3	4	0	0	0	0	29
Green	2	0	0	0	0	1	6	3	2	8	3	1	1	3	1	3	2	4	1	2
BNP	2	0	0	0	3	0	2	2	2	5	2	2	1	1	4	0	1	5	2	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	0	0	1	0	3	1	0	1	1	0	1	2	0	0	1

Non Voters

Would Not Vote	7	0	0	0	2	3	6	6	8	10	11	6	3	6	8	9	5	9	7	4
Don't know	15	0	0	0	13	9	17	9	21	12	17	15	14	14	17	16	16	17	14	10
		Aug 20-21	Aug 21-22																	

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

Approve	24	25	71	5	29	52	5	15	28	22	20	28	23	26	30	18	24	29	26	21	17
Disapprove	59	61	14	93	51	35	90	69	61	61	60	53	65	63	58	65	60	56	57	66	75
Don't know	17	14	15	3	21	13	5	16	11	18	19	19	12	11	13	16	16	15	17	12	9

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	29	104
Male 25 to 39	176	214
Male 40 to 59	340	283
Male 60 +	266	213
Female 18 to 24	44	99
Female 25 to 39	253	213
Female 40 to 59	347	290
Female 60 +	219	259
Region		
North England	368	412
Midlands	235	275
East England	186	161
London	237	214
South England	419	383
Wales	105	84
Scotland	124	146
Social Grade		
AB	621	469
C1	509	485
C2	239	352
DE	305	368
Newspaper Type		
Express / Mail	326	268
Sun / Star	175	393
Mirror / Record	82	167
Guardian / Independent	97	75
FT / Times / Telegraph	116	159
Other Paper	237	193
No Paper	641	419
Political Party Identification		
Labour	497	544
Conservative	489	477
Liberal Democrat	187	201
SNP/Plaid Cymru	34	28
Others	77	22
None/ DK	390	402

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

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