

YouGov / The Sun Survey Results

Sample Size: 1715 GB Adults
Fieldwork: 7th - 8th 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	1715	456	579	157	555	448	375	833	882	208	437	587	484	978	737	220	557	367	422	149
Unweighted Sample	1715	451	550	131	568	442	373	815	900	66	450	717	482	1124	591	233	595	340	395	152
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	80	1	11	33	33	23	36	30	39	40	25	35	44	32	25	20
Lab	42	0	100	0	7	92	37	40	45	46	43	48	34	37	50	42	33	46	53	40
Lib Dem	11	0	0	100	1	2	42	13	10	22	13	8	10	13	10	13	15	8	12	5
Other	13	0	0	0	12	4	10	14	12	10	8	14	16	11	16	10	8	14	11	35

Other Parties Voting Intention

UKIP	6	0	0	0	9	1	4	7	5	2	2	5	12	6	6	6	6	8	7	1
SNP / PCY	4	0	0	0	0	2	3	5	2	4	4	4	3	2	5	0	0	2	0	32
Green	2	0	0	0	1	0	3	1	3	3	2	2	1	1	2	4	1	1	2	2
BNP	1	0	0	0	1	0	0	1	1	0	0	1	2	1	1	0	1	2	1	0
Other	1	0	0	0	0	1	0	1	1	1	0	1	0	0	1	0	0	2	1	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Non Voters

Would Not Vote	6	0	0	0	4	2	3	5	6	4	9	7	2	5	6	3	7	8	5	3
Don't know	15	0	0	0	13	8	21	9	19	14	17	14	13	14	15	14	15	14	17	9

Aug 6-7 Aug 7-8

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

Approve	24	25	70	4	34	49	6	20	29	20	21	29	21	27	29	19	30	28	22	21	19
Disapprove	61	61	14	90	42	35	88	61	60	61	59	52	67	61	56	67	51	55	64	66	71
Don't know	15	15	16	7	24	16	6	18	11	18	20	19	12	12	15	14	20	16	14	12	11

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	July 24-25	Aug 7-8																			
Which of these would make the best Prime Minister?																					
David Cameron	30	31	90	2	15	70	5	15	33	29	19	32	28	37	35	25	35	40	27	23	19
Ed Miliband	25	23	1	59	7	2	56	23	26	21	24	20	27	22	21	26	19	18	25	30	28
Nick Clegg	6	6	1	3	46	2	1	18	7	5	13	7	5	4	7	5	3	9	7	5	5
Don't know	39	40	9	36	33	26	38	44	34	45	44	42	40	36	36	44	42	34	40	43	49
If you had to choose, which of the following options would be best for Britain?																					
A majority Conservative government	29	30	87	1	1	74	1	8	32	28	14	26	28	42	35	23	31	39	26	24	19
A coalition between the Conservatives and Liberal Democrats	7	8	11	0	38	7	2	15	9	6	12	8	7	7	9	6	10	8	9	6	5
A coalition between Labour and the Liberal Democrats	13	13	0	15	42	2	12	29	13	13	21	14	12	11	13	14	9	14	14	13	20
A majority Labour government	31	32	0	81	1	4	76	26	33	31	32	32	37	27	27	38	33	23	37	37	42
Don't know	19	17	2	3	17	12	8	23	12	21	21	20	15	14	15	19	17	16	15	20	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	35	107
Male 25 to 39	201	222
Male 40 to 59	345	293
Male 60 +	244	220
Female 18 to 24	54	102
Female 25 to 39	263	220
Female 40 to 59	374	300
Female 60 +	217	269
Region		
North England	378	426
Midlands	275	284
East England	169	166
London	269	222
South England	409	397
Wales	78	87
Scotland	155	151
Social Grade		
AB	615	485
C1	518	503
C2	245	364
DE	355	381
Newspaper Type		
Express / Mail	347	277
Sun / Star	191	407
Mirror / Record	117	173
Guardian / Independent	91	78
FT / Times / Telegraph	118	165
Other Paper	226	199
No Paper	643	433
Political Party Identification		
Labour	543	563
Conservative	495	494
Liberal Democrat	205	208
SNP/Plaid Cymru	39	29
Others	82	23
None/ DK	369	416

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