

YouGov / The Sun Survey Results

Sample Size: 1654 GB Adults
Fieldwork: 1st - 2nd 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	1654	421	559	99	536	406	381	804	850	200	422	566	466	943	711	212	538	354	407	144	
Unweighted Sample	1654	419	500	105	558	387	387	760	894	67	460	658	469	1088	566	231	543	334	403	143	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	77	3	9	32	34	33	28	32	39	35	31	38	42	35	25	15
Lab	44	0	100	0	7	93	46	41	48	49	48	48	35	41	48	48	36	43	58	34
Lib Dem	8	0	0	100	1	1	29	10	6	4	15	5	6	10	5	6	9	8	6	8
Other	15	0	0	0	15	3	17	17	12	14	9	14	20	14	16	9	13	14	10	43

Other Parties Voting Intention

UKIP	9	0	0	0	14	2	7	10	8	3	3	9	15	9	10	7	10	11	8	6
SNP / PCY	3	0	0	0	1	1	2	3	2	5	2	2	3	2	3	0	0	1	0	27
Green	2	0	0	0	0	0	6	2	2	7	3	1	1	2	2	1	2	1	1	10
BNP	0	0	0	0	0	0	0	1	0	0	0	1	0	0	1	0	0	1	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	1	0	0

Non Voters

Would Not Vote	8	0	0	0	4	3	4	5	10	13	9	8	3	6	9	7	7	7	10	4
Don't know	16	0	0	0	14	8	23	11	20	20	19	14	14	16	16	12	16	19	16	15

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

		July 31 - Aug 1	Aug 1-2																		
Approve	23	24	70	4	40	50	5	15	27	21	19	24	24	25	26	21	27	30	23	17	17
Disapprove	61	62	15	92	43	35	87	72	63	61	64	57	64	63	61	64	61	56	61	68	72
Don't know	16	14	15	4	17	15	8	13	10	18	17	19	11	12	14	15	12	14	17	14	11

*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.

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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
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Unweighted Sample	1654	419	500	105	558	387	387	760	894	67	460	658	469	1088	566	231	543	334	403	143
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

July 18-19

Aug 1-2

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	26	81	3	4	61	4	7	28	24	23	19	27	32	27	24	25	33	26	20	16
Applies most to Labour	28	29	2	74	6	5	70	29	27	31	25	32	30	26	30	27	32	25	27	34	29
Applies most to the Liberal Democrats	10	10	2	4	72	2	3	29	12	7	12	13	7	8	12	6	9	10	8	8	15
Applies to none of them	21	22	9	14	12	21	15	24	23	22	11	19	25	27	21	24	22	18	28	23	25
Don't know	13	14	7	5	6	11	8	12	11	16	29	17	10	8	10	18	13	14	11	15	16

It is led by people of real ability

Applies most to the Conservatives	18	18	59	2	11	40	3	8	20	17	23	12	20	21	19	17	21	23	16	15	11
Applies most to Labour	15	16	0	43	1	3	37	14	15	17	12	17	15	18	14	17	14	13	13	23	15
Applies most to the Liberal Democrats	4	3	0	1	30	0	1	8	4	2	4	4	2	3	3	2	4	4	1	2	5
Applies to none of them	48	47	30	41	43	45	45	51	49	44	32	44	52	50	49	44	43	44	56	43	51
Don't know	15	16	10	14	15	12	14	18	12	20	30	23	12	9	14	19	18	16	13	17	18

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	43	43	77	32	40	64	35	35	44	42	42	42	44	43	42	45	46	44	46	40	40
Applies most to Labour	10	11	2	28	1	1	25	9	9	12	14	9	11	10	10	11	9	11	8	15	7
Applies most to the Liberal Democrats	4	4	0	1	33	1	1	11	5	3	2	8	2	3	5	2	5	5	2	3	8
Applies to none of them	28	29	17	27	21	28	26	32	31	27	13	24	33	35	31	26	28	27	32	28	34
Don't know	15	13	4	11	5	5	13	13	10	16	29	17	9	8	11	16	12	14	12	14	12

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	31	11	49	25	19	46	33	30	32	20	26	32	38	30	33	24	29	32	38	28
Applies most to Labour	22	22	47	6	51	38	7	21	23	20	12	24	23	22	25	18	25	24	21	19	17
Applies most to the Liberal Democrats	25	24	26	32	4	25	32	21	25	24	31	25	22	23	25	23	28	24	25	20	26
Applies to none of them	8	9	6	7	10	8	6	9	10	7	9	6	11	7	8	9	9	8	9	8	11
Don't know	16	15	11	6	11	11	10	16	12	18	29	18	11	10	13	17	14	15	13	15	19

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	27	103
Male 25 to 39	184	212
Male 40 to 59	310	280
Male 60 +	239	210
Female 18 to 24	40	98
Female 25 to 39	276	210
Female 40 to 59	348	286
Female 60 +	230	256
Region		
North England	403	407
Midlands	248	271
East England	165	159
London	231	212
South England	378	379
Wales	86	83
Scotland	143	144
Social Grade		
AB	587	463
C1	501	480
C2	257	347
DE	309	364
Newspaper Type		
Express / Mail	318	265
Sun / Star	187	389
Mirror / Record	93	165
Guardian / Independent	96	74
FT / Times / Telegraph	126	157
Other Paper	229	190
No Paper	605	414
Political Party Identification		
Labour	483	538
Conservative	482	471
Liberal Democrat	190	198
SNP/Plaid Cymru	35	28
Others	73	22
None/ DK	391	397

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

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