

## YouGov Survey Results

Sample Size: 1762 GB Adults  
Fieldwork: 4th - 5th July 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	
<b>Weighted Sample</b>	<b>1762</b>	477	587	113	565	460	394	856	906	213	449	603	497	1004	758	226	573	377	433	153
<b>Unweighted Sample</b>	<b>1762</b>	475	544	113	580	421	400	867	895	98	438	700	526	1112	650	247	592	371	397	155
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>35</b>	100	0	0	80	2	13	34	36	26	33	33	42	38	30	37	41	35	30	21
Lab	<b>43</b>	0	100	0	4	93	42	42	44	49	46	46	34	39	48	42	37	44	52	37
Lib Dem	<b>8</b>	0	0	100	0	1	32	8	9	10	11	7	6	11	5	10	9	9	6	5
Other	<b>14</b>	0	0	0	15	4	14	17	11	15	10	14	18	12	17	10	13	12	11	36

### Other Parties Voting Intention

UKIP	<b>8</b>	0	0	0	12	2	5	9	6	3	5	6	12	7	9	7	9	8	7	4
SNP / PCY	<b>3</b>	0	0	0	1	1	3	3	3	5	2	3	3	3	4	1	0	2	0	28
Green	<b>2</b>	0	0	0	1	0	4	2	2	3	1	2	1	1	2	2	2	0	2	3
BNP	<b>1</b>	0	0	0	1	1	0	1	0	0	1	1	1	1	1	1	0	1	2	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	2	1	0	3	0	1	0	1	1	0	1	0	1	2

### Non Voters

Would Not Vote	<b>7</b>	0	0	0	4	4	3	5	9	12	10	9	2	6	9	6	6	7	11	7
Don't know	<b>15</b>	0	0	0	13	9	23	10	19	10	18	15	14	14	15	19	15	19	9	13

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

		July 3-4	June 4-5																		
Approve	22	<b>27</b>	72	3	42	52	4	21	30	23	23	27	25	30	31	21	32	32	22	21	22
Disapprove	61	<b>60</b>	14	93	39	31	91	64	60	60	60	51	64	62	56	65	51	55	61	68	63
Don't know	17	<b>14</b>	15	3	19	16	5	14	10	17	17	22	11	9	13	15	16	12	17	11	15

Fieldwork: 4th - 5th July 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	
<b>Weighted Sample</b>	<b>1762</b>	<b>477</b>	<b>587</b>	<b>113</b>	<b>565</b>	<b>460</b>	<b>394</b>	<b>856</b>	<b>906</b>	<b>213</b>	<b>449</b>	<b>603</b>	<b>497</b>	<b>1004</b>	<b>758</b>	<b>226</b>	<b>573</b>	<b>377</b>	<b>433</b>	<b>153</b>
Unweighted Sample	1762	475	544	113	580	421	400	867	895	98	438	700	526	1112	650	247	592	371	397	155
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	June 20-21	June 4-5																			
<b>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?</b>																					
<b>The kind of society it wants is broadly the kind of society I want</b>																					
Applies most to the Conservatives	26	<b>28</b>	82	4	7	66	5	11	31	26	19	24	26	38	32	24	31	34	24	26	18
Applies most to Labour	28	<b>28</b>	3	72	7	4	66	27	29	27	33	26	29	28	27	30	24	24	30	35	31
Applies most to the Liberal Democrats	10	<b>10</b>	2	5	78	2	5	30	11	10	18	11	10	6	12	8	12	12	9	8	10
Applies to none of them	23	<b>21</b>	7	13	3	19	15	20	22	20	14	20	23	22	20	22	21	18	23	20	28
Don't know	13	<b>12</b>	5	6	5	9	9	12	7	17	15	19	12	6	10	16	11	12	15	11	13
<b>It is led by people of real ability</b>																					
Applies most to the Conservatives	19	<b>19</b>	58	2	10	43	3	10	21	17	14	18	16	25	21	15	16	24	17	17	12
Applies most to Labour	15	<b>15</b>	0	42	9	1	40	12	17	14	19	13	16	15	13	19	17	13	20	16	10
Applies most to the Liberal Democrats	3	<b>5</b>	2	2	46	1	2	13	4	5	7	5	4	3	5	3	8	5	6	2	4
Applies to none of them	47	<b>46</b>	30	43	25	42	41	49	48	44	44	41	49	46	47	45	42	43	42	50	59
Don't know	17	<b>16</b>	10	12	10	13	13	16	10	21	17	23	15	10	14	18	17	16	16	15	14
<b>Its leaders are prepared to take tough and unpopular decisions</b>																					
Applies most to the Conservatives	47	<b>42</b>	79	28	27	69	27	34	43	41	24	45	43	46	44	39	39	43	44	42	33
Applies most to Labour	9	<b>12</b>	1	29	4	1	30	9	12	11	21	8	12	11	11	13	14	9	13	14	11
Applies most to the Liberal Democrats	4	<b>5</b>	2	2	37	1	2	12	4	5	7	5	5	3	6	3	5	6	4	4	3
Applies to none of them	26	<b>29</b>	15	29	18	23	27	31	31	26	29	23	30	32	28	29	28	28	27	28	38
Don't know	13	<b>13</b>	4	12	13	6	14	14	9	16	18	19	10	8	11	15	14	14	12	12	14
<b>It seems to chop and change all the time: you can never be quite sure what it stands for</b>																					
Applies most to the Conservatives	27	<b>34</b>	12	56	30	20	50	38	34	33	27	26	36	40	31	36	26	35	38	32	34
Applies most to Labour	21	<b>23</b>	46	7	48	40	10	22	28	19	18	26	23	25	27	19	26	25	22	22	25
Applies most to the Liberal Democrats	28	<b>21</b>	26	24	7	21	23	20	20	22	30	20	19	21	22	20	25	20	19	24	20
Applies to none of them	9	<b>8</b>	5	4	7	7	6	6	8	7	9	6	9	7	7	8	10	7	8	7	7
Don't know	15	<b>14</b>	11	9	9	12	11	13	9	18	16	22	13	8	12	17	14	14	13	15	13

## 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.
<b>Age and Gender</b>		
Male 18 to 24	41	109
Male 25 to 39	174	225
Male 40 to 59	367	298
Male 60 +	290	224
Female 18 to 24	53	104
Female 25 to 39	279	224
Female 40 to 59	322	305
Female 60 +	235	273
<b>Region</b>		
North England	392	433
Midlands	225	289
East England	165	169
London	274	225
South England	429	403
Wales	111	88
Scotland	165	153
<b>Social Grade</b>		
AB	629	493
C1	529	511
C2	224	370
DE	379	387
<b>Newspaper Type</b>		
Express / Mail	333	282
Sun / Star	202	414
Mirror / Record	100	176
Guardian / Independent	78	79
FT / Times / Telegraph	145	167
Other Paper	248	203
No Paper	655	440
<b>Political Party Identification</b>		
Labour	541	572
Conservative	513	502
Liberal Democrat	198	211
SNP/Plaid Cymru	43	30
Others	87	23
None/ DK	379	423

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