

YouGov / The Sun Survey Results

Sample Size: 1474 GB Adults
Fieldwork: 4th - 5th 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	1440	357	491	88	455	339	330	691	749	146	375	504	416	814	626	185	478	310	354	114	
Unweighted Sample	1474	406	404	92	532	285	340	744	730	52	352	590	480	977	497	170	568	302	339	95	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	80	3	8	30	36	29	33	30	37	38	26	36	44	30	26	12
Lab	45	0	100	0	6	90	49	45	44	56	46	42	43	40	52	41	32	49	58	49
Lib Dem	8	0	0	100	3	1	30	8	8	10	9	10	5	9	7	8	10	10	6	3
Other	14	0	0	0	12	6	14	17	12	5	13	18	15	14	16	16	14	11	10	36

Other Parties Voting Intention

UKIP	7	0	0	0	10	2	6	8	6	0	3	9	11	7	8	8	10	4	6	5
SNP / PCY	3	0	0	0	0	2	2	3	3	0	5	5	1	4	3	0	1	2	0	29
Green	2	0	0	0	0	1	3	1	2	1	3	2	1	2	1	2	1	2	2	0
BNP	1	0	0	0	2	0	0	3	0	1	1	2	1	1	2	2	0	3	1	1
Respect	1	0	0	0	0	0	3	1	0	3	0	0	0	1	0	3	0	1	0	0
Other	1	0	0	0	0	0	0	0	1	0	1	0	0	0	1	1	1	0	0	0

Non Voters

Would Not Vote	8	0	0	0	3	4	4	7	8	6	12	9	3	7	9	6	8	12	7	1
Don't know	16	0	0	0	15	8	23	11	22	9	18	20	13	15	18	13	19	18	13	16

Sep 3-4 | Sep 4-5

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

Approve	23	24	69	4	41	51	7	16	24	24	27	22	23	26	29	18	29	30	21	19	13
Disapprove	62	62	16	90	35	31	88	72	63	61	54	58	64	66	55	71	56	56	63	69	75
Don't know	15	14	15	5	24	18	5	13	13	15	19	19	13	8	16	11	15	14	16	12	12

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	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	
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Unweighted Sample	1474	406	404	92	532	285	340	744	730	52	352	590	480	977	497	170	568	302	339	95
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Aug 21-22	Sep 4-5																		
Which of these would make the best Prime Minister?																					
David Cameron	31	33	93	5	16	73	7	16	34	32	35	30	30	36	38	25	40	38	32	28	13
Ed Miliband	23	22	0	53	12	4	53	22	22	21	23	19	19	26	18	26	16	14	21	32	31
Nick Clegg	6	5	1	4	33	1	3	14	6	4	7	5	5	3	6	4	3	4	6	5	7
Don't know	40	41	6	37	39	23	38	49	38	44	34	45	46	34	38	45	40	44	41	35	49
If you had to choose, which of the following options would be best for Britain?																					
A majority Conservative government	29	30	87	3	4	72	5	12	32	29	33	24	29	36	36	24	36	38	25	28	13
A coalition between the Conservatives and Liberal Democrats	7	6	9	0	46	10	1	10	7	6	4	6	7	6	6	7	3	7	9	6	4
A coalition between Labour and the Liberal Democrats	13	13	0	19	33	2	8	30	15	11	22	13	11	11	15	9	20	13	9	13	10
A majority Labour government	30	31	0	75	4	3	77	29	30	31	22	28	32	34	24	39	22	21	34	40	47
Don't know	21	20	4	3	14	12	10	19	16	24	19	28	20	13	19	22	19	22	23	14	26

**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.*

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	16	67
Male 25 to 39	154	187
Male 40 to 59	303	249
Male 60 +	271	187
Female 18 to 24	36	78
Female 25 to 39	198	187
Female 40 to 59	287	255
Female 60 +	209	228
Region		
North England	339	354
Midlands	225	236
East England	177	140
London	170	185
South England	391	338
Wales	77	74
Scotland	95	114
Social Grade		
AB	545	396
C1	432	419
C2	212	304
DE	285	322
Newspaper Type		
Express / Mail	323	236
Sun / Star	127	327
Mirror / Record	73	143
Guardian / Independent	97	66
FT / Times / Telegraph	110	134
Other Paper	189	166
No Paper	555	368
Political Party Identification		
Labour	363	465
Conservative	473	419
Liberal Democrat	150	163
SNP/Plaid Cymru	31	25
Others	82	19
None/ DK	375	349

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

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