

YouGov / The Sun Survey Results

Sample Size: 1751 GB Adults
Fieldwork: 8th - 9th 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	1751	447	562	115	559	438	384	851	900	212	447	599	494	998	753	224	569	375	431	152
Unweighted Sample	1751	456	542	120	552	418	417	844	907	117	434	705	495	1231	520	254	574	341	397	185
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	80	3	12	32	34	31	33	31	37	37	28	33	45	39	20	15
Lab	42	0	100	0	4	91	41	42	42	43	44	44	37	39	46	47	30	41	56	42
Lib Dem	9	0	0	100	1	1	32	8	9	9	13	6	8	11	5	9	13	6	6	6
Other	16	0	0	0	15	5	14	18	14	17	10	19	18	13	20	12	13	14	18	37

Other Parties Voting Intention

UKIP	9	0	0	0	13	1	2	10	7	6	4	9	13	6	12	6	8	10	13	2
SNP / PCY	3	0	0	0	0	2	2	4	3	2	2	4	3	3	3	0	0	2	0	32
Green	3	0	0	0	0	1	7	3	3	5	3	3	1	3	2	5	4	1	2	1
BNP	1	0	0	0	1	0	2	1	1	1	0	1	1	0	2	1	0	1	2	0
Other	1	0	0	0	1	0	1	1	1	2	1	0	0	1	1	0	1	1	1	1
Respect	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0

Non Voters

Would Not Vote	7	0	0	0	4	2	4	7	7	17	11	5	3	6	8	5	8	6	8	6
Don't know	16	0	0	0	14	10	20	12	21	15	19	15	16	13	20	15	16	17	15	21

Aug 7-8 Aug 8-9

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

Approve	25	24	69	2	36	47	6	20	27	20	26	23	23	24	29	16	18	31	24	18	19
Disapprove	61	61	14	93	47	35	92	69	62	60	45	57	65	67	57	67	67	52	61	68	68
Don't know	15	15	17	5	17	18	3	11	10	20	29	19	13	10	14	17	16	17	15	14	13

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	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	July 25-26	Aug 8-9																			
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?																					
It seems rather old and tired																					
Applies most to the Conservatives	33	34	5	60	41	11	57	46	38	30	35	37	35	28	34	33	37	27	31	39	48
Applies most to Labour	27	27	58	4	40	48	6	25	29	25	19	23	28	33	29	24	23	32	28	24	18
Applies most to the Liberal Democrats	14	13	15	17	2	16	15	7	14	12	5	8	15	20	13	14	12	12	17	13	10
Applies to none of them	11	11	12	11	11	12	11	12	8	13	9	11	12	10	11	11	12	12	8	10	14
Don't know	15	15	10	7	6	13	10	10	11	19	32	21	11	8	13	19	16	17	16	14	9
Even if I don't always agree with it, at least its heart is in the right place																					
Applies most to the Conservatives	20	19	59	3	2	48	2	6	20	19	11	15	19	27	21	17	17	23	23	15	12
Applies most to Labour	29	32	4	72	22	8	71	33	32	32	25	32	36	32	32	34	33	25	29	44	33
Applies most to the Liberal Democrats	16	17	18	10	66	13	7	36	18	15	21	18	15	16	22	10	23	18	16	13	15
Applies to none of them	22	19	10	10	6	20	12	16	19	19	12	16	22	21	16	22	17	16	22	17	28
Don't know	13	13	9	5	5	11	7	8	10	15	31	19	8	5	9	17	10	17	10	11	11
It seems to have succeeded in moving on and left its past behind it																					
Applies most to the Conservatives	18	17	46	5	15	34	3	12	16	18	13	16	16	20	19	14	15	20	15	16	13
Applies most to Labour	23	22	7	49	22	7	47	25	25	19	24	21	20	24	22	22	19	18	24	28	22
Applies most to the Liberal Democrats	6	7	6	4	28	6	4	11	7	7	8	5	8	6	8	5	5	7	7	6	5
Applies to none of them	40	39	31	32	31	42	36	40	40	38	26	36	45	40	39	39	45	37	40	36	43
Don't know	13	15	10	11	5	11	10	13	12	19	30	22	10	10	12	20	15	18	14	14	17
It seems to appeal to one section of society rather than to the whole country																					
Applies most to the Conservatives	51	53	20	81	63	28	79	63	53	52	45	49	58	54	52	55	61	45	48	61	60
Applies most to Labour	21	19	49	3	18	41	4	12	20	18	13	22	17	21	22	15	12	24	26	14	8
Applies most to the Liberal Democrats	8	8	13	6	6	11	5	8	8	7	9	5	6	11	8	7	5	9	7	7	10
Applies to none of them	8	7	8	4	7	8	6	6	7	7	2	6	9	6	7	6	10	5	8	6	10
Don't know	12	13	10	6	7	12	7	11	11	16	30	18	9	7	10	17	12	17	11	11	12

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	42	109
Male 25 to 39	191	224
Male 40 to 59	351	296
Male 60 +	260	222
Female 18 to 24	75	103
Female 25 to 39	243	222
Female 40 to 59	354	303
Female 60 +	235	271
Region		
North England	397	431
Midlands	267	287
East England	172	168
London	254	224
South England	402	401
Wales	74	88
Scotland	185	152
Social Grade		
AB	672	490
C1	559	508
C2	220	368
DE	300	385
Newspaper Type		
Express / Mail	359	280
Sun / Star	176	411
Mirror / Record	103	175
Guardian / Independent	88	79
FT / Times / Telegraph	124	166
Other Paper	269	201
No Paper	632	438
Political Party Identification		
Labour	535	569
Conservative	502	499
Liberal Democrat	207	210
SNP/Plaid Cymru	38	30
Others	82	23
None/ DK	387	420

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

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