

YouGov / The Sun Survey Results

Sample Size: 1696 GB Adults
Fieldwork: 10th - 11th 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	
Weighted Sample	1696	435	524	107	546	406	374	824	872	205	432	580	478	967	729	217	551	363	417	148	
Unweighted Sample	1696	446	480	101	563	376	393	833	863	68	432	703	493	1137	559	237	593	314	392	160	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	35	100	0	0	80	3	11	36	33	37	33	34	36	39	28	36	43	31	30	21
Lab	42	0	100	0	6	90	33	39	45	53	42	43	35	38	46	40	30	44	58	37
Lib Dem	9	0	0	100	1	1	38	7	10	3	12	7	10	10	6	7	13	9	3	9
Other	15	0	0	0	14	6	17	18	13	6	13	16	20	12	20	17	13	16	9	33

Other Parties Voting Intention

UKIP	8	0	0	0	11	2	7	9	6	0	4	6	15	6	10	8	10	10	5	1
SNP / PCY	3	0	0	0	0	2	3	4	2	0	3	5	3	2	4	0	0	0	1	30
Green	2	0	0	0	0	0	5	2	3	2	3	3	1	2	2	3	3	2	2	2
BNP	1	0	0	0	2	1	0	2	1	4	2	0	1	1	2	4	1	2	1	0
Respect	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0
Other	1	0	0	0	0	0	1	1	1	0	0	2	0	0	1	1	0	1	1	0

Non Voters

Would Not Vote	9	0	0	0	6	2	6	7	11	13	13	8	4	9	9	7	8	14	7	6
Don't know	17	0	0	0	14	8	27	11	22	16	19	17	15	17	17	20	17	14	18	14

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

		July 9-10	July 10-11																		
Approve	26	24	67	4	43	45	7	23	27	22	21	26	25	24	27	20	25	31	21	20	16
Disapprove	59	59	16	91	40	34	85	62	59	58	46	53	63	65	57	62	53	53	61	63	71
Don't know	15	17	17	5	16	21	8	15	14	20	33	21	13	12	16	18	22	16	18	16	13

*Any percentages calculated on bases fewer than 50 respondents must not be reported as they 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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	June 26-27	July 10-11																			
Which of these would make the best Prime Minister?																					
David Cameron	33	32	90	3	20	67	6	16	38	27	29	30	32	34	38	25	29	39	33	28	21
Ed Miliband	25	22	0	63	2	3	56	18	25	19	32	15	22	23	20	24	22	16	19	32	22
Nick Clegg	4	6	0	1	48	2	2	18	7	5	6	8	4	5	7	4	7	7	6	2	9
Don't know	37	40	9	33	30	29	36	48	31	49	33	46	42	37	35	47	41	38	43	38	49
If you had to choose, which of the following options would be best for Britain?																					
A majority Conservative government	31	30	83	1	3	69	2	8	34	25	22	23	29	39	32	26	29	36	29	25	22
A coalition between the Conservatives and Liberal Democrats	7	9	12	1	43	8	3	18	9	8	10	11	7	7	10	7	8	12	7	7	4
A coalition between Labour and the Liberal Democrats	12	11	1	12	34	1	13	26	12	10	8	14	10	9	12	9	10	9	12	10	18
A majority Labour government	32	31	0	82	3	4	70	27	32	30	34	27	33	31	28	35	29	22	31	41	39
Don't know	18	20	4	4	16	18	11	21	13	26	25	25	21	13	18	23	25	21	21	17	16

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	31	105
Male 25 to 39	173	217
Male 40 to 59	363	287
Male 60 +	256	216
Female 18 to 24	30	100
Female 25 to 39	231	216
Female 40 to 59	375	294
Female 60 +	238	263
Region		
North England	407	417
Midlands	242	278
East England	163	163
London	249	217
South England	381	389
Wales	90	85
Scotland	165	148
Social Grade		
AB	637	475
C1	495	492
C2	224	356
DE	341	373
Newspaper Type		
Express / Mail	370	272
Sun / Star	164	399
Mirror / Record	79	170
Guardian / Independent	88	76
FT / Times / Telegraph	133	161
Other Paper	226	195
No Paper	637	424
Political Party Identification		
Labour	513	552
Conservative	496	484
Liberal Democrat	184	204
SNP/Plaid Cymru	40	29
Others	74	22
None/ DK	390	407

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