

YouGov / The Sun Survey Results

Sample Size: 1658 GB adults
Fieldwork: 18th - 19th 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	1658	436	531	113	547	427	366	806	852	201	423	567	468	945	713	212	539	355	408	144
Unweighted Sample	1658	432	493	114	555	394	394	779	879	70	415	699	474	1128	530	211	576	334	415	122
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	82	2	9	35	34	27	29	34	43	38	30	39	46	35	23	17
Lab	42	0	100	0	5	92	41	39	45	47	53	45	28	39	46	42	28	46	56	44
Lib Dem	9	0	0	100	2	2	34	9	8	19	10	8	6	11	6	10	12	7	8	5
Other	15	0	0	0	11	5	16	17	12	7	9	13	24	12	18	8	14	12	13	34

Other Parties Voting Intention

UKIP	7	0	0	0	10	1	5	8	6	1	1	9	13	5	10	6	9	7	8	3
SNP / PCY	3	0	0	0	1	2	2	4	3	3	3	2	5	3	4	0	0	1	1	28
Green	2	0	0	0	0	1	8	2	2	3	3	1	3	3	2	2	4	2	1	3
BNP	1	0	0	0	0	0	0	2	0	0	0	1	2	0	1	1	0	1	2	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	0	0	0	0	1	1	0	0	1	0	1	0	0	1

Non Voters

Would Not Vote	8	0	0	0	2	1	8	7	10	14	10	7	6	7	10	5	10	10	7	2
Don't know	16	0	0	0	14	10	23	12	19	20	16	15	15	14	17	17	15	14	20	8

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

	July 17-18	July 18-19																			
Approve	26	25	68	4	42	52	5	17	29	22	31	21	25	27	30	20	31	31	22	18	25
Disapprove	61	59	15	92	44	31	89	69	59	59	36	64	63	60	55	65	56	53	60	66	68
Don't know	14	15	17	5	14	17	6	15	12	19	33	15	12	12	15	15	13	16	19	16	6

*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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	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	1658	436	531	113	547	427	366	806	852	201	423	567	468	945	713	212	539	355	408	144
Unweighted Sample	1658	432	493	114	555	394	394	779	879	70	415	699	474	1128	530	211	576	334	415	122
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	July 04-05	July 18-19																				
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	28	27	80	2	5	64	5	10	29	26	20	18	29	37	30	24	26	35	27	21	19	
Applies most to Labour	28	28	0	75	10	3	71	25	28	28	33	31	29	22	28	28	33	18	26	40	30	
Applies most to the Liberal Democrats	10	10	3	5	75	4	4	32	12	9	14	14	9	7	13	7	11	13	9	8	10	
Applies to none of them	21	21	8	11	9	21	12	24	21	21	4	20	24	27	18	26	15	19	26	20	30	
Don't know	12	13	8	7	2	8	8	9	10	16	30	16	9	8	11	16	16	14	12	11	11	
It is led by people of real ability																						
Applies most to the Conservatives	19	18	53	3	11	41	6	8	20	16	21	13	18	21	19	16	16	24	18	15	7	
Applies most to Labour	15	15	1	42	12	2	39	13	17	13	17	18	16	10	15	15	16	10	19	17	16	
Applies most to the Liberal Democrats	5	4	1	2	31	2	1	10	5	3	8	5	2	3	5	2	5	5	1	4	4	
Applies to none of them	46	48	32	46	36	43	45	56	46	51	22	46	53	56	46	51	47	46	48	49	59	
Don't know	16	15	13	8	10	12	8	14	12	18	33	18	11	9	15	15	17	15	14	15	14	
Its leaders are prepared to take tough and unpopular decisions																						
Applies most to the Conservatives	42	43	76	29	46	67	32	32	44	42	40	37	47	45	44	42	46	48	36	44	35	
Applies most to Labour	12	10	1	28	5	2	25	9	11	10	8	14	10	8	10	10	9	8	13	10	12	
Applies most to the Liberal Democrats	5	4	1	3	27	1	3	10	6	2	5	5	3	3	5	3	5	4	3	3	3	
Applies to none of them	29	28	16	27	17	24	28	33	27	29	13	25	29	37	28	28	23	25	32	28	41	
Don't know	13	15	7	13	5	6	12	17	12	17	33	18	11	7	13	17	16	15	15	15	8	
It seems to chop and change all the time: you can never be quite sure what it stands for																						
Applies most to the Conservatives	34	29	10	46	22	19	49	28	28	30	15	28	30	34	28	29	24	28	31	27	37	
Applies most to Labour	23	22	46	4	47	38	4	23	26	18	16	21	23	24	24	19	25	28	19	19	13	
Applies most to the Liberal Democrats	21	25	24	37	15	23	34	24	27	24	28	27	25	23	27	24	26	21	25	31	28	
Applies to none of them	8	8	6	5	7	8	4	10	7	9	5	7	9	9	7	10	9	7	8	8	13	
Don't know	14	16	14	8	8	13	10	15	12	19	35	17	12	10	14	18	16	16	17	16	10	

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	35	103
Male 25 to 39	182	212
Male 40 to 59	323	280
Male 60 +	239	211
Female 18 to 24	35	98
Female 25 to 39	233	211
Female 40 to 59	376	287
Female 60 +	235	257
Region		
North England	415	408
Midlands	260	272
East England	150	159
London	211	212
South England	426	380
Wales	74	83
Scotland	122	144
Social Grade		
AB	622	464
C1	506	481
C2	237	348
DE	293	365
Newspaper Type		
Express / Mail	316	265
Sun / Star	174	390
Mirror / Record	104	166
Guardian / Independent	94	75
FT / Times / Telegraph	122	158
Other Paper	209	191
No Paper	639	415
Political Party Identification		
Labour	499	539
Conservative	475	473
Liberal Democrat	185	199
SNP/Plaid Cymru	32	28
Others	76	22
None/ DK	391	398

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

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