

YouGov / The Sun Survey Results

Sample Size: 1684 GB Adults
Fieldwork: 22nd - 23rd 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	1684	403	559	126	535	413	370	818	866	204	429	576	475	960	724	216	547	360	414	147	
Unweighted Sample	1684	434	468	125	567	355	407	852	832	60	456	642	526	1130	554	224	581	333	399	147	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	77	3	10	32	32	14	32	36	33	34	28	34	40	33	24	21
Lab	44	0	100	0	10	92	38	41	47	55	50	40	40	41	47	52	32	43	55	38
Lib Dem	10	0	0	100	3	1	39	10	10	17	8	8	11	12	7	7	14	10	9	3
Other	14	0	0	0	10	4	13	17	11	14	10	16	16	13	17	8	14	13	12	38

Other Parties Voting Intention

UKIP	7	0	0	0	9	1	4	8	6	11	3	5	11	6	8	2	8	8	9	3
SNP / PCY	3	0	0	0	0	2	1	3	2	0	2	5	2	2	4	0	0	1	0	33
Green	3	0	0	0	1	1	7	3	3	3	4	3	2	3	3	1	4	3	2	2
BNP	1	0	0	0	0	1	1	2	0	0	0	2	1	0	2	3	1	2	0	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	0	1	1	0	1	1	0	1	1	1	0	0	1	0

Non Voters

Would Not Vote	7	0	0	0	2	2	3	7	7	11	11	5	4	6	8	5	7	8	6	10
Don't know	18	0	0	0	18	6	24	13	22	22	18	16	17	18	17	13	24	16	12	20

Aug 21-22
Aug 22-23

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

Approve	25	25	71	2	38	47	5	22	27	22	18	25	26	26	27	22	20	31	25	21	17
Disapprove	61	59	13	90	41	33	88	63	58	60	45	56	62	64	57	62	60	52	61	66	59
Don't know	14	17	16	8	21	20	8	14	14	18	37	19	12	11	17	16	19	17	14	13	24

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

	Aug 8-9	Aug 22-23																			
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	34	33	3	61	37	11	59	40	35	32	41	37	33	27	32	35	34	27	30	43	36
Applies most to Labour	27	25	55	4	36	44	5	24	29	22	12	21	27	32	28	22	22	31	26	20	23
Applies most to the Liberal Democrats	13	13	14	15	5	16	14	9	14	12	10	8	14	18	11	15	10	12	14	14	15
Applies to none of them	11	11	14	9	17	13	9	15	9	14	7	13	11	12	12	10	11	11	15	11	6
Don't know	15	17	13	11	6	15	13	12	13	21	30	21	15	11	16	18	22	19	15	12	20
Even if I don't always agree with it, at least its heart is in the right place																					
Applies most to the Conservatives	19	21	59	3	14	46	3	12	24	19	19	13	24	27	22	21	15	26	22	21	15
Applies most to Labour	32	33	3	74	18	10	68	33	33	33	36	35	33	30	30	37	35	24	32	43	34
Applies most to the Liberal Democrats	17	14	15	6	58	11	6	32	15	13	10	16	13	14	17	9	14	17	14	8	17
Applies to none of them	19	19	14	8	6	22	13	14	18	20	6	20	21	21	18	20	19	20	19	18	21
Don't know	13	13	10	8	3	10	10	9	10	15	29	16	9	8	13	13	18	13	13	10	14
It seems to have succeeded in moving on and left its past behind it																					
Applies most to the Conservatives	17	17	44	6	14	34	5	9	18	16	18	20	15	15	20	13	15	21	15	16	11
Applies most to Labour	22	19	3	42	9	7	38	22	21	18	25	13	21	20	18	20	19	14	20	27	15
Applies most to the Liberal Democrats	7	7	4	5	30	3	6	13	8	5	5	8	5	8	6	8	5	7	5	7	10
Applies to none of them	39	41	34	35	40	40	39	44	41	41	21	39	46	45	40	42	42	42	45	37	41
Don't know	15	16	14	11	7	15	12	12	13	20	32	20	12	12	16	17	19	17	15	13	23
It seems to appeal to one section of society rather than to the whole country																					
Applies most to the Conservatives	53	53	22	77	60	29	75	64	53	52	55	52	53	51	49	58	54	43	52	65	53
Applies most to Labour	19	19	45	5	18	38	5	13	22	16	7	17	20	24	21	15	16	26	17	14	14
Applies most to the Liberal Democrats	8	8	10	7	9	10	6	6	7	8	3	6	8	10	8	7	4	8	8	7	11
Applies to none of them	7	7	10	4	6	10	4	5	7	7	2	7	8	7	7	6	7	8	7	4	8
Don't know	13	14	14	8	7	14	10	11	11	17	33	18	11	7	15	14	19	15	15	10	15

*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	27	104
Male 25 to 39	213	216
Male 40 to 59	328	285
Male 60 +	284	214
Female 18 to 24	33	99
Female 25 to 39	243	214
Female 40 to 59	314	291
Female 60 +	242	261
Region		
North England	399	414
Midlands	246	276
East England	162	162
London	224	216
South England	419	386
Wales	87	84
Scotland	147	147
Social Grade		
AB	629	472
C1	501	488
C2	224	354
DE	330	370
Newspaper Type		
Express / Mail	358	269
Sun / Star	179	396
Mirror / Record	86	168
Guardian / Independent	88	76
FT / Times / Telegraph	118	160
Other Paper	207	194
No Paper	648	421
Political Party Identification		
Labour	457	547
Conservative	513	480
Liberal Democrat	178	202
SNP/Plaid Cymru	36	29
Others	89	22
None/ DK	411	404

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

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