

## YouGov / The Sun Survey Results

Sample Size: 1766 GB Adults  
Fieldwork: 24th - 25th 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	
<b>Weighted Sample</b>	<b>1766</b>	452	613	125	539	484	385	858	908	214	450	604	498	1007	759	226	574	378	434	154
Unweighted Sample	1766	463	585	115	556	452	415	848	918	61	444	810	451	1204	562	241	607	339	433	146
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>33</b>	100	0	0	82	2	14	33	32	18	34	36	34	40	23	31	42	37	24	19
Lab	<b>44</b>	0	100	0	5	90	38	42	47	55	47	43	40	37	55	47	31	46	59	41
Lib Dem	<b>9</b>	0	0	100	1	3	33	10	8	17	9	8	7	12	5	13	12	6	7	3
Other	<b>14</b>	0	0	0	12	5	14	16	12	10	10	13	20	12	16	9	15	11	9	37

### Other Parties Voting Intention

UKIP	<b>7</b>	0	0	0	11	0	3	7	6	2	2	5	14	5	8	5	10	6	6	1
SNP / PCY	<b>4</b>	0	0	0	0	3	2	5	2	5	5	3	3	3	4	0	0	2	1	32
Green	<b>2</b>	0	0	0	0	1	6	2	2	2	3	3	0	2	1	2	3	2	1	1
BNP	<b>1</b>	0	0	0	0	1	1	1	1	0	1	1	2	0	2	0	1	1	1	1
Respect	<b>0</b>	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0
Other	<b>1</b>	0	0	0	0	0	1	0	1	1	0	1	1	1	0	1	0	0	0	2

### Non Voters

Would Not Vote	<b>7</b>	0	0	0	4	1	7	6	7	10	8	8	3	6	8	5	7	8	7	5
Don't know	<b>15</b>	0	0	0	15	7	20	9	21	14	16	13	17	14	17	11	20	16	12	10

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

	July 23-24	July 24-25																			
Approve	23	<b>24</b>	70	5	34	50	7	18	29	20	19	26	27	22	29	18	28	27	25	21	19
Disapprove	63	<b>63</b>	15	92	40	34	87	67	61	64	61	58	62	69	57	70	56	57	63	68	77
Don't know	14	<b>13</b>	15	3	26	15	5	16	10	16	20	16	12	9	14	12	15	16	13	11	4

\*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.

Fieldwork: 24th - 25th 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	
<b>Weighted Sample</b>	<b>1766</b>	<b>452</b>	<b>613</b>	<b>125</b>	<b>539</b>	<b>484</b>	<b>385</b>	<b>858</b>	<b>908</b>	<b>214</b>	<b>450</b>	<b>604</b>	<b>498</b>	<b>1007</b>	<b>759</b>	<b>226</b>	<b>574</b>	<b>378</b>	<b>434</b>	<b>154</b>
Unweighted Sample	1766	463	585	115	556	452	415	848	918	61	444	810	451	1204	562	241	607	339	433	146
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	July 10-11	July 24-25																			
<b>Which of these would make the best Prime Minister?</b>																					
David Cameron	32	<b>30</b>	90	3	14	69	6	17	34	26	16	32	34	29	36	23	32	37	31	24	17
Ed Miliband	22	<b>25</b>	0	62	5	4	59	19	27	23	32	23	23	26	21	30	24	16	26	33	31
Nick Clegg	6	<b>6</b>	2	2	51	1	3	16	6	5	10	5	6	4	7	4	8	6	6	5	4
Don't know	40	<b>39</b>	8	33	30	26	32	48	33	45	41	39	37	41	37	43	35	40	37	38	48
<b>If you had to choose, which of the following options would be best for Britain?</b>																					
A majority Conservative government	30	<b>29</b>	85	1	7	72	3	12	32	27	12	24	32	39	34	23	29	36	31	24	16
A coalition between the Conservatives and Liberal Democrats	9	<b>7</b>	9	2	36	8	3	13	8	6	5	11	8	3	9	5	10	8	7	5	2
A coalition between Labour and the Liberal Democrats	11	<b>13</b>	2	15	47	2	15	29	14	13	24	14	11	10	16	9	13	14	17	11	8
A majority Labour government	31	<b>31</b>	0	78	3	5	71	26	32	31	32	31	32	31	25	40	31	20	30	43	48
Don't know	20	<b>19</b>	4	4	7	13	8	20	14	24	26	21	17	17	16	23	17	22	16	16	25

## 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.
<b>Age and Gender</b>		
Male 18 to 24	25	109
Male 25 to 39	188	226
Male 40 to 59	398	298
Male 60 +	237	224
Female 18 to 24	36	104
Female 25 to 39	256	224
Female 40 to 59	412	306
Female 60 +	214	274
<b>Region</b>		
North England	433	434
Midlands	258	290
East England	195	170
London	241	226
South England	412	404
Wales	81	88
Scotland	146	154
<b>Social Grade</b>		
AB	681	494
C1	523	512
C2	249	371
DE	313	389
<b>Newspaper Type</b>		
Express / Mail	341	283
Sun / Star	240	415
Mirror / Record	146	177
Guardian / Independent	101	79
FT / Times / Telegraph	118	168
Other Paper	212	203
No Paper	608	442
<b>Political Party Identification</b>		
Labour	560	574
Conservative	515	503
Liberal Democrat	199	212
SNP/Plaid Cymru	38	30
Others	73	23
None/ DK	381	424

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