

YouGov / The Sun Survey Results

Sample Size: 1702 GB Adults
Fieldwork: 25th - 26th 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	1702	433	546	118	534	422	383	827	875	206	434	582	480	970	732	218	553	364	419	148
Unweighted Sample	1702	431	506	121	561	385	399	807	895	77	450	656	519	1153	549	226	570	343	415	148
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	78	3	12	33	33	23	33	33	38	36	29	33	42	37	25	13
Lab	42	0	100	0	6	90	35	42	42	47	44	42	38	38	47	49	33	39	55	31
Lib Dem	9	0	0	100	1	1	36	9	10	11	10	7	10	11	7	11	11	9	6	8
Other	16	0	0	0	15	6	17	17	15	19	13	18	15	15	17	6	13	15	14	48

Other Parties Voting Intention

UKIP	8	0	0	0	12	3	4	7	8	0	4	10	11	7	9	2	8	9	8	8
SNP / PCY	4	0	0	0	0	2	3	4	4	6	4	4	2	4	3	0	1	3	1	30
Green	3	0	0	0	1	1	9	4	2	9	4	2	1	3	3	3	2	2	3	9
BNP	1	0	0	0	1	0	0	1	0	0	1	1	0	1	1	0	1	1	0	1
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	1	0	2	1	1	3	1	1	0	1	1	1	1	0	2	0

Non Voters

Would Not Vote	8	0	0	0	4	5	4	6	10	13	11	6	5	7	9	3	8	8	9	12
Don't know	15	0	0	0	14	8	22	11	20	14	16	16	15	16	14	16	14	20	13	13

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

	July 24-25	July 25-26	July 24-25		July 25-26		July 24-25		July 25-26		July 24-25		July 25-26		July 24-25		July 25-26		July 24-25		July 25-26	
Approve	24	25	70	4	36	49	6	19	30	20	26	24	22	27	29	19	32	28	26	20	11	
Disapprove	63	60	16	89	46	35	86	68	58	62	48	56	64	65	59	63	55	55	62	66	69	
Don't know	13	15	14	7	19	16	7	14	12	18	26	20	14	8	13	18	13	17	12	15	20	

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	July 11-12	July 25-26																			
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	35	33	3	59	41	8	61	45	37	30	30	39	34	29	36	30	34	30	32	35	43
Applies most to Labour	26	27	56	6	41	49	5	25	29	25	21	24	27	32	30	24	30	29	30	21	23
Applies most to the Liberal Democrats	14	14	18	15	0	18	16	7	14	13	8	7	17	18	12	17	11	14	14	14	13
Applies to none of them	11	11	16	10	5	16	9	10	10	13	11	13	9	13	12	11	11	12	12	12	7
Don't know	14	15	7	10	14	9	9	12	10	19	30	17	13	8	11	19	13	15	12	17	14
Even if I don't always agree with it, at least its heart is in the right place																					
Applies most to the Conservatives	23	20	60	2	5	49	3	6	21	19	7	15	22	28	22	18	17	26	21	16	11
Applies most to Labour	30	29	5	69	12	5	67	29	32	27	30	28	31	27	28	31	32	23	31	34	32
Applies most to the Liberal Democrats	16	16	14	10	68	10	8	34	16	16	20	17	14	16	19	12	21	20	14	11	14
Applies to none of them	21	22	14	11	9	28	14	19	21	23	20	26	19	23	22	22	18	22	21	23	31
Don't know	11	13	7	7	6	7	8	12	9	16	22	15	13	6	9	18	13	10	13	17	12
It seems to have succeeded in moving on and left its past behind it																					
Applies most to the Conservatives	16	18	47	4	17	35	5	12	19	16	23	17	17	16	19	16	18	24	16	13	9
Applies most to Labour	22	23	4	52	14	6	51	19	26	19	24	17	25	24	21	24	22	18	23	28	24
Applies most to the Liberal Democrats	7	6	6	4	19	5	3	11	6	6	5	7	6	6	6	6	7	6	6	7	4
Applies to none of them	42	40	34	31	42	45	32	47	39	42	25	43	39	46	43	37	39	42	44	35	44
Don't know	14	13	9	9	8	9	9	11	10	16	23	16	12	8	11	16	13	10	11	16	19
It seems to appeal to one section of society rather than to the whole country																					
Applies most to the Conservatives	52	51	22	79	57	25	78	67	52	49	43	53	52	50	49	52	50	42	53	55	64
Applies most to Labour	20	21	47	7	18	40	6	11	22	19	23	16	21	23	25	14	24	25	21	18	8
Applies most to the Liberal Democrats	9	8	13	5	7	14	4	6	9	8	8	7	8	10	9	8	9	10	8	7	5
Applies to none of them	7	8	10	3	10	12	6	6	9	8	7	9	7	9	7	10	8	10	8	6	10
Don't know	13	12	8	5	8	9	6	10	8	16	20	15	11	7	10	15	9	13	11	14	13

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	106
Male 25 to 39	196	218
Male 40 to 59	316	288
Male 60 +	268	216
Female 18 to 24	50	100
Female 25 to 39	254	216
Female 40 to 59	340	294
Female 60 +	251	264
Region		
North England	415	419
Midlands	256	279
East England	150	163
London	226	218
South England	420	390
Wales	87	85
Scotland	148	148
Social Grade		
AB	661	477
C1	492	494
C2	230	357
DE	319	374
Newspaper Type		
Express / Mail	364	272
Sun / Star	156	400
Mirror / Record	89	170
Guardian / Independent	83	77
FT / Times / Telegraph	131	162
Other Paper	221	196
No Paper	658	426
Political Party Identification		
Labour	497	553
Conservative	505	485
Liberal Democrat	197	204
SNP/Plaid Cymru	34	29
Others	74	22
None/ DK	395	408

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