

YouGov / The Sun Survey Results

Sample Size: 1764 GB Adults
Fieldwork: 27th - 28th June 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	1764	442	592	135	557	448	368	857	907	213	450	603	497	1005	759	226	573	377	434	153	
Unweighted Sample	1764	459	544	130	564	417	412	868	896	58	444	781	481	1171	593	237	581	374	420	152	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	80	4	7	33	31	18	35	31	37	37	26	26	43	36	25	19
Lab	43	0	100	0	5	90	39	42	44	49	43	46	38	35	54	50	32	43	53	45
Lib Dem	10	0	0	100	3	2	38	10	10	17	10	9	8	12	7	14	10	8	11	2
Other	15	0	0	0	12	4	16	15	15	15	11	14	18	16	13	10	15	12	11	34

Other Parties Voting Intention

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

Non Voters

Would Not Vote	8	0	0	0	4	3	7	6	10	10	12	6	6	7	9	8	9	10	8	2
Don't know	14	0	0	0	14	10	20	9	19	12	13	15	15	12	17	10	16	16	13	13

June 26-27
27

June 27-28
28

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

Approve	27	24	72	3	34	52	6	20	29	20	26	26	22	25	31	16	28	27	26	21	16
Disapprove	58	62	15	91	54	34	86	66	60	63	58	51	67	67	55	71	66	57	58	67	70
Don't know	15	14	13	6	12	14	8	14	10	17	16	23	11	8	14	13	7	16	16	12	14

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Weighted Sample	1764	442	592	135	557	448	368	857	907	213	450	603	497	1005	759	226	573	377	434	153	
Unweighted Sample	1764	459	544	130	564	417	412	868	896	58	444	781	481	1171	593	237	581	374	420	152	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	June 13-14	June 27-28																			
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	32	33	3	63	44	7	55	46	38	29	38	36	36	26	30	38	45	24	32	39	37
Applies most to Labour	27	25	56	5	28	48	7	22	29	22	15	27	24	29	29	20	24	29	27	21	20
Applies most to the Liberal Democrats	15	13	20	10	9	21	12	5	11	14	9	9	13	17	13	12	8	16	10	13	11
Applies to none of them	11	12	13	9	13	12	11	14	11	12	15	7	13	13	15	8	8	13	12	10	17
Don't know	15	17	10	13	6	13	15	12	10	23	24	20	14	14	13	22	14	18	19	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	21	21	65	2	6	51	6	6	24	18	10	23	20	25	24	17	19	27	22	16	14
Applies most to Labour	31	33	3	76	16	7	66	32	34	31	37	28	36	31	28	38	37	25	31	36	45
Applies most to the Liberal Democrats	15	15	11	9	62	9	9	33	16	14	19	16	15	13	17	12	17	17	10	15	17
Applies to none of them	21	21	12	9	13	23	12	22	19	23	20	16	21	25	20	22	21	18	24	23	17
Don't know	12	10	9	5	3	10	6	8	7	14	14	17	8	6	10	11	6	12	13	10	7
It seems to have succeeded in moving on and left its past behind it																					
Applies most to the Conservatives	15	17	49	2	19	36	3	14	20	14	22	18	13	19	21	12	22	19	16	16	9
Applies most to Labour	21	23	4	50	17	7	49	20	26	20	21	17	25	26	20	27	23	21	17	28	31
Applies most to the Liberal Democrats	6	6	7	6	19	8	4	7	6	6	7	8	5	6	6	6	9	5	8	5	6
Applies to none of them	43	40	29	33	39	38	34	47	38	41	32	37	43	41	40	39	34	39	44	39	42
Don't know	14	14	12	9	6	12	10	12	10	18	19	19	13	9	13	16	12	16	15	13	13
It seems to appeal to one section of society rather than to the whole country																					
Applies most to the Conservatives	52	52	19	80	57	25	80	67	49	55	52	44	57	53	49	56	53	46	52	55	66
Applies most to Labour	20	20	47	6	19	40	4	14	26	14	18	23	17	22	23	16	20	25	18	19	9
Applies most to the Liberal Democrats	7	8	15	5	12	14	4	3	9	7	8	7	8	8	9	6	7	7	11	8	5
Applies to none of them	8	7	8	4	9	10	6	7	7	8	3	8	7	9	7	8	8	8	7	6	8
Don't know	13	12	10	6	3	11	6	10	8	16	19	18	10	8	12	14	11	14	12	12	12

*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.

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	26	109
Male 25 to 39	203	226
Male 40 to 59	377	298
Male 60 +	262	224
Female 18 to 24	32	104
Female 25 to 39	241	224
Female 40 to 59	404	305
Female 60 +	219	273
Region		
North England	420	434
Midlands	285	289
East England	185	169
London	237	226
South England	396	404
Wales	89	88
Scotland	152	153
Social Grade		
AB	649	494
C1	522	512
C2	265	370
DE	328	388
Newspaper Type		
Express / Mail	390	282
Sun / Star	187	415
Mirror / Record	104	176
Guardian / Independent	116	79
FT / Times / Telegraph	114	168
Other Paper	252	203
No Paper	601	441
Political Party Identification		
Labour	524	573
Conservative	516	503
Liberal Democrat	211	212
SNP/Plaid Cymru	37	30
Others	86	23
None/ DK	390	423

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

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