

## YouGov / The Sun Survey Results

Sample Size: 1720 GB Adults  
Fieldwork: 15th - 16th 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		
<b>Weighted Sample</b>	<b>1720</b>	453	571	111	553	434	402	836	884	209	439	588	484	980	740	220	559	368	423	150	
<b>Unweighted Sample</b>	<b>1720</b>	467	512	124	564	384	435	854	866	53	447	707	513	1126	594	241	599	348	387	145	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>35</b>	100	0	0	82	2	11	33	36	18	32	35	43	37	31	35	46	36	26	18
Lab	<b>44</b>	0	100	0	5	94	44	42	45	62	47	44	32	41	47	40	35	43	56	45
Lib Dem	<b>8</b>	0	0	100	2	1	33	9	8	11	8	8	9	10	6	12	9	7	8	7
Other	<b>13</b>	0	0	0	12	2	12	16	10	9	13	13	16	12	15	12	10	15	11	30

### Other Parties Voting Intention

UKIP	<b>6</b>	0	0	0	9	0	5	8	5	5	2	7	10	6	7	8	6	7	7	0
SNP / PCY	<b>4</b>	0	0	0	2	1	2	5	2	3	7	2	3	3	4	1	1	4	0	27
Green	<b>2</b>	0	0	0	0	1	3	1	2	1	3	2	1	2	1	1	2	3	1	2
BNP	<b>1</b>	0	0	0	1	0	1	2	0	0	1	2	1	1	2	1	1	1	2	1
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	0	1	1	0	0	1	1	0	1	1	0	0	1	1

### Non Voters

Would Not Vote	<b>7</b>	0	0	0	2	1	6	5	8	7	9	5	6	6	8	3	9	7	6	1
Don't know	<b>17</b>	0	0	0	13	9	27	12	22	22	16	17	17	15	20	11	19	20	14	22

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

	Aug 14-15	Aug 15-16	Voting intention		2010 Vote			Gender		Age				Social grade		Region					
Approve	26	<b>26</b>	74	4	31	57	4	18	29	24	19	26	27	28	28	23	28	30	25	21	26
Disapprove	59	<b>60</b>	14	92	46	28	91	68	61	59	59	56	62	61	59	61	57	54	63	64	64
Don't know	15	<b>14</b>	12	4	23	14	5	14	11	17	22	17	11	11	13	15	16	15	12	14	10

\*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: 15th - 16th 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	
<b>Weighted Sample</b>	<b>1720</b>	<b>453</b>	<b>571</b>	<b>111</b>	<b>553</b>	<b>434</b>	<b>402</b>	<b>836</b>	<b>884</b>	<b>209</b>	<b>439</b>	<b>588</b>	<b>484</b>	<b>980</b>	<b>740</b>	<b>220</b>	<b>559</b>	<b>368</b>	<b>423</b>	<b>150</b>	
Unweighted Sample	1720	467	512	124	564	384	435	854	866	53	447	707	513	1126	594	241	599	348	387	145	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Aug 1-2	Aug 15-16																			
<b>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?</b>																					
<b>The kind of society it wants is broadly the kind of society I want</b>																					
Applies most to the Conservatives	26	<b>27</b>	84	2	5	69	4	7	28	26	15	22	29	35	30	23	31	32	28	22	15
Applies most to Labour	29	<b>30</b>	0	77	2	3	72	28	31	29	41	33	31	22	30	30	28	23	27	38	42
Applies most to the Liberal Democrats	10	<b>11</b>	4	4	78	4	3	33	11	11	15	14	10	9	14	8	14	13	10	6	15
Applies to none of them	22	<b>19</b>	7	10	9	15	12	20	19	20	7	19	19	24	17	22	15	16	23	21	21
Don't know	14	<b>13</b>	4	7	6	8	9	11	11	14	22	12	11	11	9	17	11	15	12	13	7
<b>It is led by people of real ability</b>																					
Applies most to the Conservatives	18	<b>22</b>	64	3	20	50	4	12	22	21	19	20	21	25	22	20	22	26	23	17	16
Applies most to Labour	16	<b>17</b>	1	46	3	3	45	11	20	14	22	20	17	13	17	17	12	12	17	24	22
Applies most to the Liberal Democrats	3	<b>3</b>	1	1	33	1	2	9	4	3	4	4	2	3	4	3	4	4	3	2	4
Applies to none of them	47	<b>42</b>	24	37	36	33	35	53	41	42	26	40	45	47	43	40	44	42	40	39	50
Don't know	16	<b>16</b>	10	12	9	13	14	15	13	20	29	17	15	12	14	20	18	17	17	18	8
<b>Its leaders are prepared to take tough and unpopular decisions</b>																					
Applies most to the Conservatives	43	<b>45</b>	83	32	36	68	27	42	44	46	43	39	47	49	46	43	42	51	47	39	42
Applies most to Labour	11	<b>12</b>	1	28	5	3	29	10	15	9	21	12	12	9	13	11	10	8	15	14	16
Applies most to the Liberal Democrats	4	<b>4</b>	2	2	33	4	2	9	4	4	4	7	4	4	5	3	8	5	2	2	9
Applies to none of them	29	<b>25</b>	10	25	19	17	27	27	25	24	10	26	26	28	25	25	25	21	25	28	26
Don't know	13	<b>14</b>	4	12	7	7	15	12	12	16	23	16	12	11	11	18	14	16	11	17	7
<b>It seems to chop and change all the time: you can never be quite sure what it stands for</b>																					
Applies most to the Conservatives	31	<b>29</b>	13	45	33	18	46	31	30	27	15	25	31	35	30	26	23	25	29	36	26
Applies most to Labour	22	<b>22</b>	44	6	43	39	7	20	24	21	12	27	23	23	23	21	25	22	26	18	22
Applies most to the Liberal Democrats	24	<b>27</b>	29	37	10	26	33	25	28	25	43	24	26	22	27	26	29	29	23	25	27
Applies to none of them	9	<b>8</b>	5	3	9	7	4	8	7	8	6	8	7	9	7	8	10	7	8	5	10
Don't know	15	<b>15</b>	10	8	5	10	11	16	11	19	24	17	14	12	12	19	13	16	14	17	14

## 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	21	107
Male 25 to 39	206	220
Male 40 to 59	356	291
Male 60 +	271	218
Female 18 to 24	31	101
Female 25 to 39	241	218
Female 40 to 59	351	298
Female 60 +	243	267
<b>Region</b>		
North England	387	423
Midlands	246	282
East England	160	165
London	241	220
South England	439	394
Wales	102	86
Scotland	145	150
<b>Social Grade</b>		
AB	612	482
C1	514	499
C2	236	361
DE	358	378
<b>Newspaper Type</b>		
Express / Mail	339	275
Sun / Star	182	404
Mirror / Record	100	172
Guardian / Independent	93	77
FT / Times / Telegraph	133	163
Other Paper	231	198
No Paper	642	430
<b>Political Party Identification</b>		
Labour	499	559
Conservative	515	490
Liberal Democrat	201	206
SNP/Plaid Cymru	48	29
Others	69	22
None/ DK	388	413

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