

YouGov / The Sun Survey Results

Sample Size: 1745 GB Adults
Fieldwork: 3rd - 4th October 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	1745	425	572	137	526	419	442	848	897	212	445	597	492	995	750	223	567	373	429	152	
Unweighted Sample	1745	441	526	116	557	392	419	828	917	150	392	691	512	1163	582	221	609	333	424	158	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	80	2	9	30	34	26	30	31	37	38	23	36	43	31	23	13
Lab	43	0	100	0	5	93	41	41	45	47	46	45	36	35	54	42	32	43	59	41
Lib Dem	10	0	0	100	1	1	36	11	10	13	13	8	9	13	7	14	11	8	7	14
Other	15	0	0	0	14	4	15	18	11	14	11	16	17	14	16	8	14	18	11	32

Other Parties Voting Intention

UKIP	8	0	0	0	13	0	6	9	7	3	4	8	13	8	8	7	10	9	7	1
SNP / PCY	3	0	0	0	1	1	3	4	3	3	3	4	2	3	3	0	0	2	0	28
Green	2	0	0	0	0	0	6	3	1	7	2	1	1	1	3	1	2	4	1	1
BNP	2	0	0	0	0	3	0	3	0	0	2	2	1	1	2	0	2	2	2	2
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Non Voters

Would Not Vote	7	0	0	0	3	1	3	6	8	12	9	6	4	5	10	4	7	8	10	3
Don't know	16	0	0	0	15	8	24	10	23	15	19	18	13	17	16	13	18	20	14	13

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

	Oct 2-3	Oct 3-4																			
Approve	26	23	72	2	33	51	4	18	26	21	21	25	22	24	28	17	32	29	22	16	17
Disapprove	60	60	15	92	41	33	89	64	63	58	56	54	63	65	55	68	52	52	61	72	67
Don't know	14	16	13	6	25	16	7	18	11	21	23	21	15	11	17	15	16	19	17	11	16

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	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
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Unweighted Sample	1745	441	526	116	557	392	419	828	917	150	392	691	512	1163	582	221	609	333	424	158
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Sep 19-20
Oct 3-4

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	34	3	65	30	8	60	46	36	33	38	37	34	30	31	39	34	27	31	45	41
Applies most to Labour	28	24	50	3	39	48	2	22	28	21	17	26	25	25	29	17	28	30	20	19	21
Applies most to the Liberal Democrats	14	13	21	13	0	20	17	6	13	14	7	9	13	21	12	15	7	16	17	11	10
Applies to none of them	11	12	15	9	15	12	11	12	14	11	17	8	13	13	13	11	13	13	11	12	14
Don't know	13	16	11	9	15	12	10	14	10	21	21	20	14	12	14	18	18	15	21	12	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	64	2	5	51	2	9	21	21	20	15	20	27	23	18	19	28	19	17	11
Applies most to Labour	32	31	7	70	14	6	71	29	34	29	25	32	34	29	28	35	38	23	29	39	35
Applies most to the Liberal Democrats	14	16	10	10	60	11	8	32	19	13	13	19	15	15	19	11	16	18	14	14	18
Applies to none of them	22	20	11	11	16	23	12	21	19	22	23	18	21	21	20	21	16	22	19	19	27
Don't know	11	12	8	7	5	9	7	9	8	16	19	16	10	8	10	14	11	10	18	10	9

It seems to have succeeded in moving on and left its past behind it

Applies most to the Conservatives	18	15	46	2	10	34	4	9	14	17	13	16	14	18	18	13	18	22	13	11	6
Applies most to Labour	22	27	6	59	15	9	57	25	29	25	24	22	29	29	24	30	26	19	25	37	29
Applies most to the Liberal Democrats	7	6	8	5	14	6	4	9	7	6	7	10	4	6	7	6	8	7	6	5	5
Applies to none of them	39	37	30	24	53	41	24	45	41	34	35	34	40	37	39	35	35	39	37	32	47
Don't know	14	14	9	10	7	11	11	12	10	19	22	18	13	10	13	17	13	12	20	14	14

It seems to appeal to one section of society rather than to the whole country

Applies most to the Conservatives	49	50	12	80	57	21	79	66	53	47	46	52	54	46	50	50	43	45	48	55	71
Applies most to Labour	22	23	57	6	25	48	8	17	25	22	21	20	22	29	25	21	26	27	25	20	11
Applies most to the Liberal Democrats	7	7	12	5	2	11	6	2	7	6	7	4	7	8	6	7	5	8	5	7	5
Applies to none of them	8	8	8	3	9	11	3	5	7	8	9	9	6	9	8	7	13	8	6	7	4
Don't know	13	12	10	5	7	10	4	11	8	16	18	15	11	9	11	14	12	12	16	10	9

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	64	108
Male 25 to 39	172	223
Male 40 to 59	337	295
Male 60 +	255	222
Female 18 to 24	85	103
Female 25 to 39	221	222
Female 40 to 59	354	302
Female 60 +	257	270
Region		
North England	424	429
Midlands	251	286
East England	173	168
London	221	223
South England	436	400
Wales	82	87
Scotland	158	152
Social Grade		
AB	634	489
C1	529	506
C2	231	366
DE	351	384
Newspaper Type		
Express / Mail	357	279
Sun / Star	125	410
Mirror / Record	72	175
Guardian / Independent	131	79
FT / Times / Telegraph	153	166
Other Paper	230	201
No Paper	677	436
Political Party Identification		
Labour	502	567
Conservative	521	497
Liberal Democrat	172	209
SNP/Plaid Cymru	51	30
Others	69	23
None/ DK	430	419

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