

YouGov / The Sun Survey Results

Sample Size: 1766 GB Adults
Fieldwork: 15th - 16th 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	1766	471	590	121	564	443	400	858	908	214	450	604	498	1007	759	226	574	378	434	154	
Unweighted Sample	1766	466	572	103	569	437	389	869	897	144	417	668	537	1132	634	238	602	398	416	112	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	79	3	13	33	36	24	29	37	39	37	31	35	39	37	31	19
Lab	43	0	100	0	8	92	40	41	45	48	49	43	37	40	47	40	35	44	54	46
Lib Dem	9	0	0	100	0	1	35	9	9	15	11	7	7	11	6	16	12	5	5	7
Other	14	0	0	0	13	4	12	17	10	13	11	13	17	13	15	9	14	15	10	27

Other Parties Voting Intention

UKIP	7	0	0	0	10	2	4	9	4	1	3	6	12	6	8	4	9	8	5	3
SNP / PCY	3	0	0	0	1	1	3	4	2	2	3	4	3	3	3	1	0	2	1	24
Green	2	0	0	0	1	0	5	2	2	6	3	1	1	3	0	1	3	2	2	1
BNP	1	0	0	0	1	1	0	2	1	3	1	2	1	1	3	2	1	1	3	0
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	1	1	0	1	0	0

Non Voters

Would Not Vote	8	0	0	0	2	1	6	8	7	14	11	7	2	6	10	5	7	6	11	6
Don't know	15	0	0	0	14	8	19	12	18	19	17	14	13	15	15	18	17	13	15	8

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

	Oct 14-15	Oct 15-16																		
Approve	26	27	74	3	34	54	6	18	28	25	20	25	27	30	29	23	27	29	29	20
Disapprove	59	60	12	91	48	31	87	69	61	58	59	59	60	60	57	62	58	58	55	62
Don't know	15	14	14	6	18	15	6	13	11	17	22	16	12	10	13	14	14	13	16	10

Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?

	Oct 8-9	Oct 15-16																		
Strongly support	4	4	7	1	14	4	1	6	4	3	2	4	3	5	4	3	5	4	3	3
Tend to support	25	25	50	5	51	40	7	28	26	25	21	24	26	28	27	23	29	28	26	22
TOTAL SUPPORT	29	29	57	6	65	44	8	34	30	28	23	28	29	33	31	26	34	32	29	25
Tend to oppose	33	31	30	33	22	34	30	33	29	33	32	31	29	34	34	28	30	32	34	31
Strongly oppose	29	31	9	57	6	18	57	25	35	27	29	27	35	31	27	36	29	27	30	34
TOTAL OPPOSE	62	62	39	90	28	52	87	58	64	60	61	58	64	65	61	64	59	59	64	65
Don't know	9	9	4	4	8	4	4	8	6	12	16	14	8	3	9	9	7	10	6	10

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	63	109
Male 25 to 39	187	226
Male 40 to 59	337	298
Male 60 +	282	224
Female 18 to 24	81	104
Female 25 to 39	230	224
Female 40 to 59	331	306
Female 60 +	255	274
Region		
North England	416	434
Midlands	310	290
East England	184	170
London	238	226
South England	418	404
Wales	88	88
Scotland	112	154
Social Grade		
AB	619	494
C1	513	512
C2	253	371
DE	381	389
Newspaper Type		
Express / Mail	328	283
Sun / Star	252	415
Mirror / Record	138	177
Guardian / Independent	113	79
FT / Times / Telegraph	135	168
Other Paper	211	203
No Paper	589	442
Political Party Identification		
Labour	560	574
Conservative	492	503
Liberal Democrat	164	212
SNP/Plaid Cymru	39	30
Others	80	23
None/ DK	431	424

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