

YouGov / The Sun Survey Results

Sample Size: 1641 GB Adults
Fieldwork: 2nd - 3rd 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	1641	395	583	132	515	423	380	798	843	199	418	561	463	935	706	210	533	351	404	143
Unweighted Sample	1641	393	538	119	525	375	398	823	818	61	355	684	541	1066	575	180	607	311	411	132
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	77	2	11	32	30	34	28	29	34	35	24	34	42	28	21	19
Lab	45	0	100	0	8	94	43	41	50	39	48	47	44	40	52	44	36	40	61	50
Lib Dem	10	0	0	100	3	1	34	9	11	10	14	10	7	12	8	13	11	14	7	5
Other	14	0	0	0	12	4	12	18	9	17	10	14	15	12	16	8	11	18	11	27

Other Parties Voting Intention

UKIP	7	0	0	0	11	1	5	9	5	1	3	8	12	5	10	6	7	9	8	2
SNP / PCY	3	0	0	0	0	1	0	3	2	7	3	2	2	4	1	0	0	1	0	22
Green	2	0	0	0	0	1	6	3	2	7	2	3	0	2	3	2	2	4	1	1
BNP	1	0	0	0	0	1	0	1	0	0	2	1	0	0	1	0	1	2	1	0
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	1	2	0	2	1	1	0	1	1	0	0	2	1	1

Non Voters

Would Not Vote	7	0	0	0	4	2	2	5	8	8	10	7	2	5	8	9	6	4	9	3
Don't know	15	0	0	0	18	5	22	9	21	21	13	14	16	14	17	18	15	17	13	10

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

	Oct 1-2	Oct 2-3																			
Approve	26	26	77	2	40	50	3	20	30	22	27	27	25	25	31	19	24	33	25	19	20
Disapprove	58	60	10	93	42	31	89	67	61	59	50	58	64	61	57	64	61	51	58	69	72
Don't know	16	14	13	5	18	19	7	14	9	19	22	15	10	14	12	17	15	15	17	12	8

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

		Sep 18-19	Oct 2-3																		
Which of these would make the best Prime Minister?																					
David Cameron	33	31	94	2	24	68	3	18	36	28	28	27	32	37	36	26	34	42	27	25	18
Ed Miliband	25	27	0	64	15	5	59	27	28	25	25	22	27	31	26	28	23	23	22	35	33
Nick Clegg	5	5	1	4	35	3	2	11	5	5	4	7	6	3	5	5	7	5	6	3	4
Don't know	36	37	5	30	27	24	35	44	31	43	44	44	35	30	33	42	36	30	44	37	46
If you had to choose, which of the following options would be best for Britain?																					
A majority Conservative government	30	30	90	2	9	70	4	9	34	26	24	28	27	37	33	25	27	38	29	23	18
A coalition between the Conservatives and Liberal Democrats	6	6	8	0	27	7	1	11	6	6	2	5	8	6	7	4	7	8	6	4	5
A coalition between Labour and the Liberal Democrats	13	13	0	15	42	2	10	33	14	11	11	15	13	11	15	9	12	13	13	12	15
A majority Labour government	31	32	0	78	9	7	75	26	31	33	26	29	35	35	28	38	35	24	29	41	42
Don't know	20	20	2	5	13	15	10	21	15	24	37	23	18	11	17	23	18	17	23	20	20

**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.*

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	19	102
Male 25 to 39	150	210
Male 40 to 59	361	277
Male 60 +	293	208
Female 18 to 24	42	97
Female 25 to 39	205	208
Female 40 to 59	323	284
Female 60 +	248	254
Region		
North England	411	404
Midlands	230	269
East England	173	158
London	180	210
South England	434	376
Wales	81	82
Scotland	132	143
Social Grade		
AB	605	459
C1	461	476
C2	229	345
DE	346	361
Newspaper Type		
Express / Mail	340	263
Sun / Star	135	386
Mirror / Record	71	164
Guardian / Independent	100	74
FT / Times / Telegraph	140	156
Other Paper	201	189
No Paper	654	410
Political Party Identification		
Labour	486	533
Conservative	456	468
Liberal Democrat	157	197
SNP/Plaid Cymru	43	28
Others	88	21
None/ DK	411	394

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

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