

## YouGov / The Sun Survey Results

Sample Size: 1743 GB Adults

Fieldwork: 31st October - 1st November 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>1743</b>	<b>453</b>	<b>602</b>	<b>117</b>	<b>541</b>	<b>418</b>	<b>409</b>	<b>847</b>	<b>896</b>	<b>211</b>	<b>444</b>	<b>596</b>	<b>492</b>	<b>994</b>	<b>749</b>	<b>223</b>	<b>566</b>	<b>373</b>	<b>429</b>	<b>152</b>
Unweighted Sample	1743	484	521	110	582	361	423	848	895	113	413	713	504	1177	566	233	626	342	406	136
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	<b>33</b>	100	0	0	77	3	10	32	35	28	34	31	37	38	27	34	44	33	24	20
Lab	<b>44</b>	0	100	0	10	92	45	42	47	43	47	49	37	41	49	40	34	48	56	47
Lib Dem	<b>9</b>	0	0	100	1	0	34	9	8	12	9	8	8	10	7	11	10	8	7	6
Other	<b>14</b>	0	0	0	12	5	11	17	11	17	10	12	18	11	17	15	12	12	13	27

### Other Parties Voting Intention

UKIP	<b>7</b>	0	0	0	11	2	4	8	5	3	2	7	11	5	8	6	7	7	8	2
Green	<b>3</b>	0	0	0	1	1	5	2	3	5	3	2	2	3	2	6	3	2	1	0
SNP / PCY	<b>2</b>	0	0	0	0	0	2	2	2	1	1	3	3	2	2	0	0	1	0	25
BNP	<b>1</b>	0	0	0	0	1	0	1	0	0	1	1	1	0	1	0	1	2	1	0
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	1	1	3	0	8	2	0	0	0	3	3	1	0	4	0

### Non Voters

Would Not Vote	<b>8</b>	0	0	0	3	1	5	6	9	18	10	6	5	8	8	6	7	9	7	11
Don't know	<b>14</b>	0	0	0	10	8	18	9	18	17	15	16	10	14	14	15	15	13	12	15

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

	Oct 30-31	Oct 31-Nov 1																			
Approve	26	<b>26</b>	76	2	33	54	4	17	30	23	27	27	24	29	31	21	29	33	25	18	26
Disapprove	61	<b>60</b>	10	92	47	30	87	70	60	59	53	56	64	59	56	64	56	53	61	67	63
Don't know	14	<b>14</b>	14	6	21	16	9	13	10	18	19	17	12	12	14	15	15	14	14	15	11

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

	Oct 17-18	Oct 31-Nov 1																			
<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>It seems rather old and tired</b>																					
Applies most to the Conservatives	34	36	3	66	43	9	58	52	38	33	45	36	38	28	36	35	32	32	36	39	44
Applies most to Labour	24	26	55	3	40	47	7	23	30	23	22	23	27	31	28	24	29	30	27	21	21
Applies most to the Liberal Democrats	14	12	20	11	0	20	13	6	11	14	4	6	12	22	13	12	9	12	14	13	15
Applies to none of them	12	12	13	12	9	14	14	9	11	12	8	15	11	12	11	13	12	10	13	14	9
Don't know	16	14	9	7	8	10	9	9	9	18	20	20	11	8	12	16	19	15	10	14	11
<b>Even if I don't always agree with it, at least its heart is in the right place</b>																					
Applies most to the Conservatives	23	20	58	2	5	48	3	7	20	20	9	16	18	31	22	17	21	26	22	12	14
Applies most to Labour	31	31	3	72	15	8	66	36	31	31	28	30	35	28	30	32	31	25	29	36	45
Applies most to the Liberal Democrats	17	16	17	10	61	13	10	31	19	14	22	16	14	16	18	14	19	16	20	14	10
Applies to none of them	18	21	12	10	13	22	14	19	20	21	20	21	23	19	20	21	15	20	20	27	20
Don't know	11	12	10	7	6	10	7	7	10	14	21	17	10	6	10	15	15	13	9	11	12
<b>It seems to have succeeded in moving on and left its past behind it</b>																					
Applies most to the Conservatives	17	16	47	2	8	33	3	9	16	15	10	17	15	18	17	13	17	19	17	10	14
Applies most to Labour	23	22	3	50	16	7	49	23	24	19	19	18	25	22	21	22	23	15	23	27	25
Applies most to the Liberal Democrats	6	7	6	6	21	5	4	11	7	7	12	7	7	6	8	6	5	10	5	5	9
Applies to none of them	38	41	33	31	47	43	31	49	41	41	38	37	42	45	40	43	37	41	42	43	40
Don't know	15	15	11	11	8	11	12	9	11	18	20	21	12	10	14	16	18	15	13	15	12
<b>It seems to appeal to one section of society rather than to the whole country</b>																					
Applies most to the Conservatives	50	53	15	83	51	24	82	69	52	53	53	50	55	52	52	54	43	48	59	55	63
Applies most to Labour	20	21	50	4	32	42	4	14	23	19	19	19	18	26	23	18	26	25	17	19	14
Applies most to the Liberal Democrats	9	7	14	4	3	12	5	4	8	6	3	6	7	9	7	6	7	7	7	7	5
Applies to none of them	7	7	9	3	6	11	3	5	8	6	6	8	8	5	7	6	8	5	8	7	7
Don't know	14	13	12	5	7	11	6	8	9	16	19	16	11	8	11	15	16	15	8	12	11

## 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	40	108
Male 25 to 39	191	223
Male 40 to 59	356	295
Male 60 +	261	221
Female 18 to 24	73	103
Female 25 to 39	222	221
Female 40 to 59	357	302
Female 60 +	243	270
<b>Region</b>		
North England	406	429
Midlands	266	286
East England	169	167
London	233	223
South England	457	399
Wales	76	87
Scotland	136	152
<b>Social Grade</b>		
AB	650	488
C1	527	505
C2	240	366
DE	326	383
<b>Newspaper Type</b>		
Express / Mail	374	279
Sun / Star	166	410
Mirror / Record	90	174
Guardian / Independent	153	78
FT / Times / Telegraph	143	166
Other Paper	217	200
No Paper	600	436
<b>Political Party Identification</b>		
Labour	492	566
Conservative	539	497
Liberal Democrat	171	209
SNP/Plaid Cymru	45	30
Others	95	23
None/ DK	401	418

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