

## YouGov / The Sun Survey Results

Sample Size: 1864 GB Adults

Fieldwork: 13th - 14th 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>1864</b>	<b>507</b>	<b>609</b>	<b>121</b>	<b>575</b>	<b>469</b>	<b>387</b>	<b>906</b>	<b>958</b>	<b>226</b>	<b>475</b>	<b>637</b>	<b>526</b>	<b>1062</b>	<b>802</b>	<b>239</b>	<b>606</b>	<b>399</b>	<b>459</b>	<b>162</b>	
Unweighted Sample	1864	464	620	126	532	474	429	893	971	131	447	764	522	1258	606	268	642	362	437	155	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	35	100	0	0	83	3	16	35	35	29	33	32	42	37	32	30	46	32	30	26
Lab	42	0	100	0	6	91	37	40	45	49	45	46	33	39	46	47	30	46	51	43
Lib Dem	8	0	0	100	1	1	33	8	9	8	9	9	8	11	5	11	9	7	7	6
Other	15	0	0	0	10	4	14	17	12	14	14	14	16	13	17	12	14	15	12	25

### Other Parties Voting Intention

UKIP	7	0	0	0	9	1	5	8	6	2	4	6	13	6	9	4	9	7	9	2
SNP / PCY	3	0	0	0	0	1	2	3	3	5	3	3	2	3	3	0	0	3	0	21
Green	3	0	0	0	0	1	5	3	3	5	5	3	0	3	3	6	3	3	1	1
BNP	1	0	0	0	1	0	0	1	1	1	0	1	1	0	2	0	1	1	1	1
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	0	0	1	1	0	1	1	0	0	1	0	1	1	0	1	0

### Non Voters

Would Not Vote	8	0	0	0	3	1	5	7	8	9	13	5	5	7	8	9	7	8	9	4
Don't know	15	0	0	0	11	9	19	12	17	25	14	15	10	14	15	15	16	16	13	9

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

		Nov 12-13	Nov 13-14																		
Approve	26	26	75	3	29	56	7	20	29	23	22	27	24	30	29	22	27	31	22	21	28
Disapprove	59	59	10	94	46	27	88	64	59	59	53	55	64	58	56	63	57	50	61	68	63
Don't know	15	15	15	3	26	16	5	16	12	18	25	19	12	12	15	16	16	18	17	11	9

### Which of these would make the best Prime Minister?

		Oct 30-31	Nov 13-14																		
David Cameron	32	35	96	4	17	78	9	22	37	33	30	34	32	42	37	32	31	42	34	30	34
Ed Miliband	24	24	0	64	9	2	57	20	24	23	29	21	25	22	23	24	26	18	21	27	36
Nick Clegg	5	4	1	2	38	2	2	13	6	3	3	6	5	3	5	3	5	3	5	5	5
Don't know	39	37	4	30	36	18	32	45	33	40	37	40	38	32	34	40	37	37	40	37	25

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Unweighted Sample	1864	464	620	126	532	474	429	893	971	131	447	764	522	1258	606	268	642	362	437	155
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Oct 30-31	Nov 13-14																			
<b>If you had to choose, which of the following options would be best for Britain?</b>																					
A majority Conservative government	29	29	84	0	6	72	4	12	30	29	16	25	27	43	32	26	24	38	27	25	26
A coalition between the Conservatives and Liberal Democrats	6	9	14	3	30	12	3	14	10	8	13	10	8	8	10	7	14	8	9	6	10
A coalition between Labour and the Liberal Democrats	13	12	0	13	43	2	12	30	13	10	15	14	10	10	14	8	14	11	12	11	10
A majority Labour government	32	31	0	81	5	3	75	24	31	31	30	29	36	29	28	35	30	23	34	38	41
Don't know	21	19	1	3	16	11	7	20	15	22	27	22	20	11	16	23	19	19	18	21	13

## 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	47	116
	Male 25 to 39	194	239
	Male 40 to 59	385	315
	Male 60 +	267	237
	Female 18 to 24	84	110
	Female 25 to 39	253	237
	Female 40 to 59	379	322
	Female 60 +	255	289
<b>Region</b>			
	North England	437	459
	Midlands	270	306
	East England	180	179
	London	268	239
	South England	462	427
	Wales	92	93
	Scotland	155	162
<b>Social Grade</b>			
	AB	732	522
	C1	526	541
	C2	248	391
	DE	358	410
<b>Newspaper Type</b>			
	Express / Mail	354	298
	Sun / Star	153	438
	Mirror / Record	98	186
	Guardian / Independent	123	84
	FT / Times / Telegraph	140	177
	Other Paper	259	214
	No Paper	737	466
<b>Political Party Identification</b>			
	Labour	622	606
	Conservative	482	531
	Liberal Democrat	187	224
	SNP/Plaid Cymru	37	32
	Others	92	24
	None/ DK	444	447

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