

YouGov / The Sun Survey Results

Sample Size: 1761 GB Adults
Fieldwork: 10th - 11th 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	1761	469	569	114	569	449	361	856	905	213	449	602	497	1004	757	225	572	377	433	153	
Unweighted Sample	1761	466	560	110	562	432	398	882	879	104	417	724	516	1209	552	206	639	358	437	121	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	35	100	0	0	79	2	9	32	38	32	36	30	40	40	28	34	45	36	25	22
Lab	42	0	100	0	6	93	44	42	41	37	48	43	37	39	46	44	29	50	52	38
Lib Dem	8	0	0	100	2	1	30	9	8	14	9	7	7	9	7	10	10	6	9	4
Other	15	0	0	0	13	4	17	17	13	17	7	20	16	12	19	12	16	9	14	36

Other Parties Voting Intention

UKIP	7	0	0	0	10	1	7	8	5	5	2	8	10	5	9	7	10	4	6	2
SNP / PCY	3	0	0	0	0	1	1	3	4	4	2	5	2	3	4	1	0	1	0	32
Green	2	0	0	0	1	1	4	2	2	3	2	3	1	2	2	3	3	2	1	2
BNP	2	0	0	0	1	1	2	2	2	0	0	3	2	1	3	0	3	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	1	0	0	0	1	0	3	2	0	5	0	2	0	1	1	0	0	1	3	0

Non Voters

Would Not Vote	7	0	0	0	3	2	4	6	9	11	11	6	4	6	9	8	8	9	7	3
Don't know	15	0	0	0	10	11	19	11	20	23	15	16	12	15	15	20	17	13	14	16

Oct 9-10
Oct 10-11

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

Approve	27	27	78	2	43	60	5	19	29	26	23	26	25	33	32	21	26	35	28	21	17
Disapprove	59	58	7	94	33	26	90	66	59	57	52	55	63	57	54	63	63	50	57	65	67
Don't know	14	15	14	4	24	14	5	15	12	17	24	19	12	10	14	15	11	16	15	14	16

Sep 26-27
Oct 10-11

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?

The kind of society it wants is broadly the kind of society I want

Applies most to the Conservatives	26	28	83	4	3	67	5	11	29	26	19	24	25	37	31	23	26	35	27	23	17
Applies most to Labour	27	28	2	73	9	4	68	25	30	27	27	30	31	24	28	29	26	22	34	33	29
Applies most to the Liberal Democrats	13	10	3	3	80	3	2	34	10	9	14	10	8	8	11	7	12	10	6	12	4
Applies to none of them	23	22	8	14	5	18	18	22	23	21	18	17	25	24	19	26	22	17	22	23	37
Don't know	12	12	3	5	3	9	7	8	8	16	23	18	10	6	10	15	14	16	11	9	12

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	Total	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
		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	1761	469	569	114	569	449	361	856	905	213	449	602	497	1004	757	225	572	377	433	153	
Unweighted Sample	1761	466	560	110	562	432	398	882	879	104	417	724	516	1209	552	206	639	358	437	121	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
It is led by people of real ability																					
Applies most to the Conservatives	19	21	63	3	13	49	5	10	22	21	22	19	17	28	24	17	15	28	21	18	12
Applies most to Labour	16	16	2	44	10	3	42	12	17	15	14	17	16	17	16	16	18	11	20	20	15
Applies most to the Liberal Democrats	4	3	1	0	36	1	1	11	4	3	2	4	3	3	3	3	3	4	2	4	2
Applies to none of them	46	44	26	42	33	36	42	54	47	42	42	38	49	43	44	44	50	41	40	44	57
Don't know	15	15	8	11	9	11	10	13	11	20	20	22	14	8	12	20	14	16	16	15	14
Its leaders are prepared to take tough and unpopular decisions																					
Applies most to the Conservatives	42	48	85	38	34	72	37	39	49	47	42	43	51	53	50	46	44	52	48	48	42
Applies most to Labour	11	11	1	28	7	3	26	9	11	11	11	11	10	11	10	12	9	8	12	14	11
Applies most to the Liberal Democrats	6	4	1	2	36	1	2	11	5	4	9	5	3	2	5	3	6	5	3	3	4
Applies to none of them	27	23	10	24	16	16	27	28	26	21	14	22	24	26	24	22	28	20	23	22	29
Don't know	13	14	3	9	8	7	9	13	10	17	25	19	12	7	11	17	13	16	13	12	14
It seems to chop and change all the time: you can never be quite sure what it stands for																					
Applies most to the Conservatives	23	24	7	39	21	13	34	30	27	21	18	16	25	31	22	26	27	21	21	26	27
Applies most to Labour	20	23	51	5	41	42	7	22	26	21	18	24	25	23	26	19	23	26	21	23	23
Applies most to the Liberal Democrats	33	31	33	44	14	30	44	27	31	32	36	31	30	30	32	29	28	29	38	31	26
Applies to none of them	9	7	4	5	7	6	8	6	8	7	4	8	8	9	7	8	12	6	8	7	8
Don't know	15	14	5	7	17	8	7	15	10	19	24	21	12	7	12	17	11	18	12	13	16

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	49	109
Male 25 to 39	185	225
Male 40 to 59	362	298
Male 60 +	286	224
Female 18 to 24	55	104
Female 25 to 39	232	224
Female 40 to 59	362	305
Female 60 +	230	273
Region		
North England	436	433
Midlands	273	289
East England	171	169
London	206	225
South England	468	403
Wales	86	88
Scotland	121	153
Social Grade		
AB	656	493
C1	553	511
C2	245	370
DE	307	387
Newspaper Type		
Express / Mail	351	282
Sun / Star	148	414
Mirror / Record	95	176
Guardian / Independent	130	79
FT / Times / Telegraph	131	167
Other Paper	253	203
No Paper	653	440
Political Party Identification		
Labour	540	572
Conservative	495	502
Liberal Democrat	179	211
SNP/Plaid Cymru	26	30
Others	96	23
None/ DK	425	423

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