

YouGov / The Sun Survey Results

Sample Size: 1854 GB Adults
Fieldwork: 28th - 29th 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	
Weighted Sample	1854	459	607	142	566	454	444	901	953	224	473	634	523	1057	797	237	603	397	456	161
Unweighted Sample	1854	467	565	125	584	419	447	916	938	126	433	758	537	1234	620	275	583	378	433	185
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	77	4	11	33	31	18	34	33	34	35	26	33	40	35	22	19
Lab	42	0	100	0	5	90	36	39	45	49	49	42	34	37	49	44	31	43	54	45
Lib Dem	10	0	0	100	1	1	36	10	9	17	7	10	10	11	7	9	12	10	9	6
Other	17	0	0	0	17	5	17	18	15	16	11	15	23	16	17	14	18	12	15	30

Other Parties Voting Intention

UKIP	10	0	0	0	15	1	8	10	10	3	3	9	18	9	10	7	13	9	11	3
SNP / PCY	2	0	0	0	1	2	1	2	2	2	2	2	3	2	3	0	0	0	0	24
Green	2	0	0	0	0	1	6	3	2	4	4	2	1	3	1	4	2	2	3	3
BNP	1	0	0	0	1	0	0	2	1	5	0	1	1	1	2	1	2	1	1	0
Respect	0	0	0	0	0	0	0	1	0	2	0	0	0	0	0	1	0	0	0	0
Other	1	0	0	0	0	0	1	1	0	0	2	1	0	1	0	1	1	0	0	0

Non Voters

Would Not Vote	7	0	0	0	2	3	4	6	8	15	7	7	4	5	10	5	6	6	11	5
Don't know	15	0	0	0	15	10	18	12	18	19	17	13	13	14	16	14	18	15	12	12

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

	Nov 27-28	Nov 28-29																			
Approve	26	26	74	5	34	53	8	19	29	23	21	28	26	26	31	20	31	30	30	17	19
Disapprove	56	58	11	88	41	30	84	65	58	59	56	52	61	62	54	65	57	53	53	69	64
Don't know	18	16	15	7	25	17	7	17	13	18	24	20	13	12	16	15	12	17	17	14	17

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

Oct 31-
Nov 1

Nov 28-
29

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?

It seems rather old and tired

Applies most to the Conservatives	36	35	6	62	45	11	57	45	37	33	40	36	36	30	33	37	37	29	32	40	43
Applies most to Labour	26	26	57	5	34	50	7	23	30	23	15	24	29	30	29	22	28	30	27	22	20
Applies most to the Liberal Democrats	12	13	13	16	1	15	15	7	13	13	7	9	14	18	11	15	10	13	13	14	14
Applies to none of them	12	10	15	9	12	12	9	13	9	12	9	10	9	13	13	8	13	10	13	9	9
Don't know	14	15	9	8	7	12	12	12	12	19	29	21	12	8	13	19	12	17	16	15	14

Even if I don't always agree with it, at least its heart is in the right place

Applies most to the Conservatives	20	22	64	3	7	52	6	9	24	20	13	18	23	29	23	21	19	29	24	16	14
Applies most to Labour	31	31	5	72	8	6	63	30	31	30	32	28	34	30	28	34	31	23	33	36	40
Applies most to the Liberal Democrats	16	15	12	10	74	9	9	36	18	13	16	16	16	15	19	11	18	17	14	15	13
Applies to none of them	21	19	11	10	8	22	14	18	17	20	8	21	19	21	19	18	21	18	16	20	21
Don't know	12	13	8	4	3	11	7	8	9	16	31	17	9	6	10	16	11	14	13	12	12

It seems to have succeeded in moving on and left its past behind it

Applies most to the Conservatives	16	15	44	4	12	34	6	9	18	13	10	17	16	14	18	12	18	16	16	14	11
Applies most to Labour	22	22	7	48	18	8	43	24	23	20	17	20	23	23	21	22	21	20	22	24	20
Applies most to the Liberal Democrats	7	9	7	8	24	6	8	10	10	8	17	7	8	8	8	9	7	12	7	8	6
Applies to none of them	41	39	33	33	37	41	32	46	37	40	26	38	39	45	40	37	40	35	39	40	47
Don't know	15	16	9	7	9	12	11	11	12	20	29	18	14	10	13	20	14	18	16	14	15

It seems to appeal to one section of society rather than to the whole country

Applies most to the Conservatives	53	50	20	78	58	24	73	66	49	51	38	47	55	53	47	54	51	44	49	57	57
Applies most to Labour	21	20	44	7	29	40	5	16	22	18	14	20	21	21	25	14	24	22	21	16	14
Applies most to the Liberal Democrats	7	9	15	4	4	15	5	5	11	7	15	7	7	10	9	9	7	11	8	8	7
Applies to none of them	7	7	10	5	3	10	6	4	7	7	6	8	6	8	9	5	7	6	8	7	12
Don't know	13	14	11	6	6	12	10	8	11	16	27	18	11	8	11	18	11	18	14	12	9

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	60	115
	Male 25 to 39	174	237
	Male 40 to 59	383	313
	Male 60 +	299	235
	Female 18 to 24	66	109
	Female 25 to 39	259	235
	Female 40 to 59	375	321
	Female 60 +	238	287
Region			
	North England	433	456
	Midlands	286	304
	East England	173	178
	London	275	237
	South England	410	425
	Wales	92	93
	Scotland	185	161
Social Grade			
	AB	703	519
	C1	531	538
	C2	254	389
	DE	366	408
Newspaper Type			
	Express / Mail	352	297
	Sun / Star	175	436
	Mirror / Record	115	185
	Guardian / Independent	134	83
	FT / Times / Telegraph	156	176
	Other Paper	227	213
	No Paper	695	464
Political Party Identification			
	Labour	555	603
	Conservative	522	528
	Liberal Democrat	173	222
	SNP/Plaid Cymru	52	32
	Others	104	24
	None/ DK	448	445

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