

YouGov / The Sun Survey Results

Sample Size: 1746 GB Adults
Fieldwork: 14th - 15th 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	1746	453	582	115	559	399	417	854	892	209	447	595	495	985	743	225	569	373	428	151
Unweighted Sample	1746	446	526	100	579	376	413	872	874	112	413	671	550	1103	625	256	587	353	414	136
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	33	100	0	0	79	5	9	31	36	33	30	30	41	36	29	27	43	37	30	11
Lab	43	0	100	0	5	93	42	42	44	48	49	46	33	41	46	49	31	38	51	64
Lib Dem	8	0	0	100	1	1	30	8	9	9	12	6	8	9	7	10	10	9	7	2
Other	15	0	0	0	14	2	19	18	12	9	9	18	18	13	17	14	16	15	12	23

Other Parties Voting Intention

UKIP	9	0	0	0	13	2	7	10	7	1	3	11	14	7	10	8	10	9	10	3
SNP / PCY	2	0	0	0	0	0	1	2	2	1	2	2	2	2	3	0	0	1	0	19
Green	2	0	0	0	0	0	7	4	1	5	3	2	1	3	2	4	3	4	1	0
BNP	1	0	0	0	1	0	1	2	0	0	0	2	1	1	1	2	1	0	0	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	0	0	3	1	1	2	1	1	1	1	2	1	1	1	1	0

Non Voters

Would Not Vote	8	0	0	0	3	6	6	7	9	11	12	7	2	6	10	6	7	9	10	4
Don't know	15	0	0	0	14	8	19	10	19	14	18	12	15	13	17	17	17	14	10	18

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

	Nov 13-14	Nov 14-15																			
Approve	26	25	72	2	36	52	5	20	26	24	21	24	23	29	28	20	21	30	25	25	10
Disapprove	59	58	14	90	33	34	81	68	63	54	48	53	64	60	55	63	64	52	55	63	70
Don't know	15	17	14	8	31	14	14	12	11	22	30	23	13	10	17	17	15	18	20	12	20

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	52	107
	Male 25 to 39	200	224
	Male 40 to 59	328	295
	Male 60 +	292	227
	Female 18 to 24	60	102
	Female 25 to 39	213	222
	Female 40 to 59	343	300
	Female 60 +	258	268
Region			
	North England	414	428
	Midlands	280	284
	East England	180	168
	London	256	225
	South England	407	401
	Wales	73	88
	Scotland	136	151
Social Grade			
	AB	601	484
	C1	502	501
	C2	263	363
	DE	362	380
Newspaper Type			
	Express / Mail	346	281
	Sun / Star	147	407
	Mirror / Record	76	173
	Guardian / Independent	133	79
	FT / Times / Telegraph	139	168
	Other Paper	230	201
	No Paper	675	437
Political Party Identification			
	Labour	497	565
	Conservative	510	501
	Liberal Democrat	167	211
	SNP/Plaid Cymru	38	29
	Others	102	24
	None/ DK	432	415

YouGov is a member of the British Polling Council and abides by its rules.
<http://today.yougov.co.uk>