

YouGov / The Sun Survey Results

Sample Size: 1808 GB Adults

Fieldwork: 21st - 22nd 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	1808	435	600	141	574	445	410	879	929	219	461	618	510	1031	777	231	588	387	445	157	
Unweighted Sample	1808	434	569	128	570	418	434	888	920	115	397	769	527	1210	598	157	669	379	418	185	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	78	3	9	31	31	23	34	28	35	34	27	34	41	33	23	13
Lab	43	0	100	0	5	92	41	42	43	57	40	46	36	40	47	38	34	45	54	44
Lib Dem	10	0	0	100	3	2	34	9	11	11	11	10	9	11	8	9	13	6	12	5
Other	16	0	0	0	14	4	16	17	15	9	15	16	20	14	19	19	12	16	11	38

Other Parties Voting Intention

UKIP	9	0	0	0	13	2	6	9	8	5	5	7	15	7	11	8	8	12	8	6
SNP / PCY	3	0	0	0	1	1	4	4	3	1	5	4	3	3	4	1	0	2	0	30
Green	2	0	0	0	0	0	5	1	2	3	3	2	1	2	1	2	3	1	1	1
BNP	1	0	0	0	0	0	0	2	1	0	2	1	1	1	1	7	0	1	1	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	0	1	0	0	0	1	1	1	1	1	1	0	1	0

Non Voters

Would Not Vote	7	0	0	0	3	2	3	6	8	11	11	5	4	6	9	8	8	9	5	4
Don't know	15	0	0	0	15	7	24	12	19	17	16	16	14	15	16	22	16	14	14	12

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

	Nov 20-21	Nov 21-22																			
Approve	27	25	72	3	35	50	9	19	27	23	25	27	21	27	28	21	24	30	25	21	17
Disapprove	58	61	13	91	44	33	85	69	61	62	51	57	66	65	58	66	54	56	64	66	74
Don't know	16	14	14	6	21	17	6	12	12	15	25	16	13	8	14	14	22	14	12	14	9

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Unweighted Sample	1808	434	569	128	570	418	434	888	920	115	397	769	527	1210	598	157	669	379	418	185	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Nov 7-8

Nov 21-22

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	28	26	81	4	4	62	4	11	28	24	22	25	22	32	29	22	25	31	25	22	18
Applies most to Labour	31	30	0	73	9	5	71	25	31	28	22	30	31	30	29	30	23	24	29	37	41
Applies most to the Liberal Democrats	10	11	2	6	76	4	3	34	10	12	18	11	10	10	13	9	9	13	11	13	4
Applies to none of them	20	22	8	11	4	20	12	19	22	22	17	18	26	22	19	25	24	20	23	19	27
Don't know	12	12	8	6	6	9	9	11	9	14	22	16	10	6	11	14	19	12	12	8	10

It is led by people of real ability

Applies most to the Conservatives	20	19	59	4	16	40	7	10	21	17	18	22	15	21	20	17	14	22	21	18	13
Applies most to Labour	19	15	0	42	3	2	37	14	17	14	12	16	17	14	14	17	11	13	12	19	28
Applies most to the Liberal Democrats	4	4	1	1	35	2	1	12	4	5	4	4	4	4	5	3	3	5	3	5	2
Applies to none of them	41	45	27	40	37	43	40	48	45	45	38	37	50	48	46	43	39	43	50	44	49
Don't know	16	17	13	13	9	13	13	15	14	19	27	21	14	11	15	19	32	16	14	14	10

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	42	45	78	34	41	64	37	38	46	45	44	46	42	49	46	44	37	47	49	45	39
Applies most to Labour	13	10	0	26	2	2	23	9	12	8	4	11	12	8	10	9	8	9	8	11	13
Applies most to the Liberal Democrats	5	4	0	2	33	1	1	13	4	5	4	3	5	5	5	3	3	4	4	5	7
Applies to none of them	26	25	16	22	15	24	24	26	26	25	16	23	28	29	26	25	25	25	27	25	28
Don't know	14	15	6	16	9	8	15	14	13	18	32	18	12	10	13	18	28	15	12	14	13

It seems to chop and change all the time: you can never be quite sure what it stands for

Applies most to the Conservatives	24	25	7	43	21	16	40	25	26	24	21	18	27	32	24	27	22	23	27	29	23
Applies most to Labour	24	23	48	6	48	37	6	25	26	20	20	24	22	25	25	21	18	25	25	21	25
Applies most to the Liberal Democrats	28	29	30	39	9	29	36	27	28	29	30	32	28	25	30	27	28	28	24	33	34
Applies to none of them	8	8	5	4	8	7	6	7	8	8	9	6	8	8	7	8	6	9	10	6	6
Don't know	15	15	11	8	14	11	11	15	11	19	21	20	14	10	14	17	26	16	14	11	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.
Age and Gender			
	Male 18 to 24	39	112
	Male 25 to 39	163	231
	Male 40 to 59	398	306
	Male 60 +	288	230
	Female 18 to 24	76	107
	Female 25 to 39	234	230
	Female 40 to 59	371	313
	Female 60 +	239	280
Region			
	North England	418	445
	Midlands	299	297
	East England	188	174
	London	157	231
	South England	481	414
	Wales	80	90
	Scotland	185	157
Social Grade			
	AB	720	506
	C1	490	524
	C2	257	380
	DE	341	398
Newspaper Type			
	Express / Mail	349	289
	Sun / Star	182	425
	Mirror / Record	94	181
	Guardian / Independent	132	81
	FT / Times / Telegraph	146	172
	Other Paper	230	208
	No Paper	675	452
Political Party Identification			
	Labour	562	588
	Conservative	508	515
	Liberal Democrat	172	217
	SNP/Plaid Cymru	41	31
	Others	111	24
	None/ DK	414	434

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