

YouGov / The Sun Survey Results

Sample Size: 1906 GB Adults
Fieldwork: 19th - 20th September 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	1906	513	603	131	629	452	454	926	980	231	486	652	537	1086	820	244	619	408	469	166	
Unweighted Sample	1906	503	598	117	621	459	447	934	972	159	450	702	595	1260	646	234	664	356	473	179	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	35	100	0	0	80	4	12	35	35	40	34	32	37	37	32	36	43	39	26	21
Lab	41	0	100	0	6	89	38	39	43	35	42	46	38	39	44	39	30	40	55	44
Lib Dem	9	0	0	100	3	1	32	9	9	9	9	9	10	7	12	10	8	8	6	6
Other	15	0	0	0	12	6	18	17	13	16	16	14	16	14	17	13	17	13	10	29

Other Parties Voting Intention

UKIP	7	0	0	0	9	1	6	7	6	1	4	5	12	6	7	8	9	7	5	1
SNP / PCY	3	0	0	0	0	2	2	3	3	2	5	2	2	3	3	0	1	0	0	26
Green	3	0	0	0	1	1	8	2	3	7	4	1	2	3	2	2	4	3	2	1
BNP	2	0	0	0	2	1	3	3	1	6	2	3	0	1	4	1	3	3	2	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1
Other	1	0	0	0	0	0	0	1	0	0	0	1	0	0	1	2	1	0	1	0

Non Voters

Would Not Vote	7	0	0	0	4	3	3	7	8	9	14	6	3	6	9	5	7	10	9	4
Don't know	15	0	0	0	14	7	25	11	19	20	17	15	13	15	17	20	17	15	12	12

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

	Sep 18-19	Sep 19-20	Voting intention		2010 Vote			Gender		Age				Social grade		Region					
Approve	25	24	67	3	38	48	6	18	26	21	24	21	25	24	28	19	22	27	27	20	18
Disapprove	59	62	13	94	39	34	88	69	62	61	56	60	63	63	59	65	58	58	58	68	71
Don't know	16	15	20	3	23	18	6	13	12	18	21	19	11	12	14	16	20	15	15	13	10

Fieldwork: 19th - 20th September 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	1906	513	603	131	629	452	454	926	980	231	486	652	537	1086	820	244	619	408	469	166
Unweighted Sample	1906	503	598	117	621	459	447	934	972	159	450	702	595	1260	646	234	664	356	473	179
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Sep 5-6	Sep 19-20																			
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	34	5	61	46	11	58	45	38	30	36	39	37	26	35	33	33	32	31	36	44
Applies most to Labour	26	28	55	4	34	49	9	21	30	25	25	25	29	30	29	25	26	32	26	26	21
Applies most to the Liberal Democrats	13	14	20	15	0	18	16	8	14	15	7	8	15	23	12	17	11	11	20	14	17
Applies to none of them	11	11	14	9	11	14	9	10	9	13	14	12	10	10	13	9	12	11	11	12	8
Don't know	14	13	6	10	9	8	8	16	9	17	18	17	10	11	11	16	17	14	10	12	10
Even if I don't always agree with it, at least its heart is in the right place																					
Applies most to the Conservatives	22	21	62	3	8	49	5	7	23	20	16	15	20	31	22	20	20	24	24	19	14
Applies most to Labour	31	32	4	75	22	8	68	31	31	33	25	32	35	30	32	32	34	23	29	41	45
Applies most to the Liberal Democrats	15	14	12	6	58	11	5	31	15	12	18	14	12	13	17	9	11	18	12	11	12
Applies to none of them	21	22	15	10	5	23	15	21	23	22	26	24	23	18	20	26	20	25	24	20	22
Don't know	11	11	6	7	7	9	7	9	8	13	15	14	9	8	9	13	15	10	12	9	7
It seems to have succeeded in moving on and left its past behind it																					
Applies most to the Conservatives	18	18	52	2	15	37	7	11	19	17	24	16	18	19	20	16	21	19	22	16	13
Applies most to Labour	20	22	6	49	22	7	44	25	26	18	22	16	24	24	21	23	19	16	19	28	38
Applies most to the Liberal Democrats	6	7	5	5	25	5	6	10	6	7	6	6	8	6	7	6	7	7	6	8	3
Applies to none of them	41	39	28	34	32	39	34	42	37	41	29	41	40	40	42	36	35	44	40	35	37
Don't know	14	14	9	10	6	12	10	12	11	17	20	20	10	11	11	18	19	14	13	14	10
It seems to appeal to one section of society rather than to the whole country																					
Applies most to the Conservatives	52	49	15	79	54	22	76	62	50	47	41	51	56	42	51	45	41	41	48	55	70
Applies most to Labour	20	22	53	6	20	42	8	13	24	20	21	20	22	25	25	19	24	26	24	18	13
Applies most to the Liberal Democrats	8	7	11	3	12	12	4	6	7	7	6	5	7	11	6	8	7	9	6	7	4
Applies to none of them	8	8	8	4	5	9	5	7	9	8	13	8	8	8	7	10	9	9	8	10	3
Don't know	12	13	13	8	10	14	7	13	10	17	20	17	8	14	11	17	18	15	14	10	10

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	62	118
Male 25 to 39	201	244
Male 40 to 59	351	322
Male 60 +	320	242
Female 18 to 24	97	112
Female 25 to 39	249	242
Female 40 to 59	351	330
Female 60 +	275	295
Region		
North England	473	469
Midlands	294	313
East England	204	183
London	234	244
South England	460	436
Wales	62	95
Scotland	179	166
Social Grade		
AB	683	534
C1	577	553
C2	270	400
DE	376	419
Newspaper Type		
Express / Mail	391	305
Sun / Star	164	448
Mirror / Record	99	191
Guardian / Independent	120	86
FT / Times / Telegraph	141	181
Other Paper	267	219
No Paper	724	477
Political Party Identification		
Labour	605	619
Conservative	563	543
Liberal Democrat	180	229
SNP/Plaid Cymru	38	32
Others	95	25
None/ DK	425	457

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