

YouGov / The Sun Survey Results

Sample Size: 1859 GB Adults
Fieldwork: 7th - 8th 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	1859	478	638	133	575	483	417	903	956	225	474	636	524	1060	799	238	604	398	457	162	
Unweighted Sample	1859	471	620	116	569	463	420	906	953	144	442	742	531	1201	658	200	661	400	472	126	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	79	4	9	34	32	23	32	33	38	36	29	34	41	31	30	18
Lab	44	0	100	0	7	92	40	42	47	58	44	47	36	42	47	46	35	49	50	45
Lib Dem	9	0	0	100	1	1	37	8	10	9	10	8	10	10	8	12	13	5	7	8
Other	14	0	0	0	13	3	13	16	11	11	15	12	16	12	16	8	11	15	13	29

Other Parties Voting Intention

UKIP	7	0	0	0	11	1	5	10	5	3	6	6	11	6	10	5	9	9	7	1
SNP / PCY	3	0	0	0	0	2	1	3	2	1	3	3	4	3	2	0	0	2	0	27
Green	2	0	0	0	0	0	6	2	2	3	4	2	1	2	3	2	2	2	4	1
BNP	1	0	0	0	1	0	0	0	1	2	1	0	0	0	1	0	0	2	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	1	0	1	1	0	2	0	1	0	0	1	0	0	1	1	0

Non Voters

Would Not Vote	7	0	0	0	2	1	5	6	9	14	9	6	4	6	9	14	9	5	5	2
Don't know	15	0	0	0	14	7	18	9	20	13	17	14	15	12	19	12	16	13	16	16

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

	Nov 6-7	Nov 7-8																			
Approve	26	27	76	6	35	55	8	20	29	24	21	26	25	33	30	22	22	30	25	27	22
Disapprove	60	59	12	88	43	31	85	65	59	59	56	53	64	59	56	62	66	53	63	59	58
Don't know	14	15	12	7	22	14	6	16	12	17	24	22	11	8	13	16	12	17	12	14	19

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

Oct 24-25

Nov 7-8

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
- Applies most to Labour
- Applies most to the Liberal Democrats
- Applies to none of them
- Don't know

It is led by people of real ability

- Applies most to the Conservatives
- Applies most to Labour
- Applies most to the Liberal Democrats
- Applies to none of them
- Don't know

Its leaders are prepared to take tough and unpopular decisions

- Applies most to the Conservatives
- Applies most to Labour
- Applies most to the Liberal Democrats
- Applies to none of them
- Don't know

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

- Applies most to the Conservatives
- Applies most to Labour
- Applies most to the Liberal Democrats
- Applies to none of them
- Don't know

28	28	81	3	16	67	5	12	31	25	26	22	25	37	31	24	25	33	25	27	21
29	31	2	77	3	6	73	27	33	29	35	29	34	28	33	29	33	26	35	32	34
10	10	3	5	70	3	4	30	10	9	6	10	10	10	11	8	12	11	6	10	12
20	20	9	11	9	17	13	22	17	22	13	20	21	20	17	24	19	18	22	20	20
13	12	4	4	2	7	6	9	9	15	20	19	10	5	9	16	11	13	11	12	12
18	20	62	3	7	45	4	10	22	18	14	16	19	27	22	17	21	21	20	19	16
19	19	0	50	7	3	49	13	22	16	23	16	21	17	18	20	15	15	22	24	16
4	4	1	3	35	1	2	12	4	4	5	4	4	4	4	4	4	6	3	2	7
44	41	25	35	43	37	33	54	40	42	34	43	43	41	41	42	43	41	43	39	43
15	16	11	10	9	13	11	11	12	20	24	21	14	11	15	18	16	18	13	15	18
41	42	81	28	31	66	26	39	42	42	36	40	41	47	45	39	39	43	42	45	35
14	13	0	32	8	3	31	11	15	11	12	11	15	14	13	14	10	12	15	14	16
5	5	2	3	34	2	4	11	4	5	6	4	4	5	5	4	7	5	4	4	6
25	26	13	25	19	23	25	28	27	25	23	26	26	26	25	26	28	25	26	23	33
15	14	3	11	8	7	13	11	11	17	23	19	13	8	12	18	17	16	13	14	10
28	24	7	40	17	14	38	26	24	25	12	21	25	32	21	29	29	21	26	21	37
22	24	52	6	43	42	9	24	26	22	9	23	25	30	27	20	26	25	21	25	20
27	28	28	42	14	25	38	28	29	28	49	26	30	19	31	25	25	29	30	31	21
8	8	6	5	13	8	7	8	9	7	7	7	7	10	8	8	6	8	7	9	11
16	15	7	6	13	12	8	14	12	18	22	23	13	9	13	19	15	17	16	15	11

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	53	115
	Male 25 to 39	208	238
	Male 40 to 59	356	314
	Male 60 +	289	236
	Female 18 to 24	91	110
	Female 25 to 39	234	236
	Female 40 to 59	386	322
	Female 60 +	242	288
Region			
	North England	472	457
	Midlands	300	305
	East England	186	178
	London	200	238
	South England	475	426
	Wales	100	93
	Scotland	126	162
Social Grade			
	AB	672	521
	C1	529	539
	C2	251	390
	DE	407	409
Newspaper Type			
	Express / Mail	362	297
	Sun / Star	195	437
	Mirror / Record	98	186
	Guardian / Independent	130	84
	FT / Times / Telegraph	139	177
	Other Paper	220	214
	No Paper	715	465
Political Party Identification			
	Labour	590	604
	Conservative	514	530
	Liberal Democrat	180	223
	SNP/Plaid Cymru	42	32
	Others	94	24
	None/ DK	439	446

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