

YouGov / The Sun Survey Results

Sample Size: 1830 GB Adults

Fieldwork: 17th - 18th October 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	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	1830	473	587	137	568	443	419	889	941	221	467	626	516	1043	787	234	595	392	450	159
Unweighted Sample	1830	473	551	126	583	414	442	923	907	63	470	745	552	1216	614	262	631	359	435	143
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	79	3	10	35	32	14	36	31	41	36	30	36	45	29	26	20
Lab	42	0	100	0	5	90	39	38	45	42	44	46	34	38	47	40	32	50	51	31
Lib Dem	10	0	0	100	2	1	36	10	9	22	10	7	8	10	9	12	8	10	11	5
Other	15	0	0	0	14	5	16	17	13	22	11	15	17	16	14	12	15	11	11	43

Other Parties Voting Intention

UKIP	9	0	0	0	13	3	6	10	7	15	2	9	11	8	9	5	11	9	8	7
SNP / PCY	3	0	0	0	1	2	2	4	2	0	5	2	3	3	2	1	0	0	0	31
Green	2	0	0	0	0	1	6	2	2	2	3	2	2	2	2	5	2	2	2	3
BNP	1	0	0	0	0	0	0	1	1	5	0	1	0	1	1	1	1	1	1	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	1	1	0	0	0	1	1	0	0	1	1	0	0	1

Non Voters

Would Not Vote	9	0	0	0	2	2	5	9	9	22	12	7	3	6	13	5	8	7	10	16
Don't know	14	0	0	0	10	8	21	11	17	12	16	13	15	13	15	19	15	15	12	8

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

	Oct 16-17	Oct 17-18																			
Approve	24	27	77	4	41	57	5	20	31	24	22	28	25	31	30	23	26	33	23	26	20
Disapprove	61	58	8	91	37	28	90	67	59	58	51	52	64	61	56	62	53	51	65	62	66
Don't know	15	15	15	5	22	15	5	13	10	19	26	21	11	8	14	16	20	16	12	13	14

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

	Oct 3-4	Oct 17-18																			
Applies most to the Conservatives	34	34	4	58	47	10	51	48	38	31	47	33	36	27	33	36	32	30	36	36	44
Applies most to Labour	24	24	52	3	32	46	7	22	28	20	8	22	28	28	27	19	24	28	22	21	22
Applies most to the Liberal Democrats	13	14	20	16	6	19	17	7	12	16	9	7	11	25	14	14	12	15	11	17	10
Applies to none of them	12	12	15	13	10	15	13	12	11	14	12	13	12	12	13	12	11	13	14	12	10
Don't know	16	16	8	10	5	10	13	11	12	20	24	24	13	8	13	19	20	15	17	14	14

Fieldwork: 17th - 18th October 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	1830	473	587	137	568	443	419	889	941	221	467	626	516	1043	787	234	595	392	450	159	
Unweighted Sample	1830	473	551	126	583	414	442	923	907	63	470	745	552	1216	614	262	631	359	435	143	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Even if I don't always agree with it, at least its heart is in the right place																					
Applies most to the Conservatives	21	23	65	2	8	59	6	7	26	21	16	19	23	32	26	21	19	32	22	18	17
Applies most to Labour	31	31	2	73	13	5	64	31	30	31	26	27	36	31	28	34	32	24	35	37	31
Applies most to the Liberal Democrats	16	17	17	7	69	13	7	37	19	15	20	16	16	17	19	14	19	15	14	21	14
Applies to none of them	20	18	11	14	6	17	14	17	16	19	17	19	17	17	19	16	16	17	18	15	28
Don't know	12	11	6	4	4	6	9	8	9	14	21	19	9	3	8	16	13	12	11	9	11
It seems to have succeeded in moving on and left its past behind it																					
Applies most to the Conservatives	15	17	51	2	14	39	3	8	21	14	17	19	14	20	20	13	15	22	17	15	12
Applies most to Labour	27	23	3	52	13	6	49	23	23	23	8	15	28	30	19	28	22	22	26	26	14
Applies most to the Liberal Democrats	6	6	5	3	29	5	4	11	9	4	17	5	6	4	7	6	3	6	4	9	11
Applies to none of them	37	38	32	34	36	40	34	45	37	39	34	40	40	37	43	33	44	36	40	34	47
Don't know	14	15	9	9	8	10	10	13	10	19	24	20	12	9	11	20	16	14	13	16	15
It seems to appeal to one section of society rather than to the whole country																					
Applies most to the Conservatives	50	50	17	82	45	23	79	61	48	52	46	45	56	49	52	48	51	42	53	54	62
Applies most to Labour	23	20	51	4	14	44	3	13	23	17	9	19	19	26	21	18	20	24	19	18	13
Applies most to the Liberal Democrats	7	9	13	6	20	13	4	9	12	6	20	6	8	9	9	10	9	12	7	10	2
Applies to none of them	8	7	8	4	13	10	5	6	6	8	3	8	6	9	8	6	5	8	7	7	8
Don't know	12	14	12	5	7	10	8	11	11	17	21	21	11	7	10	18	16	15	13	11	15

**Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*

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	23	113
Male 25 to 39	213	234
Male 40 to 59	385	309
Male 60 +	302	232
Female 18 to 24	40	108
Female 25 to 39	257	232
Female 40 to 59	360	317
Female 60 +	250	284
Region		
North England	435	450
Midlands	272	300
East England	186	176
London	262	234
South England	445	419
Wales	87	92
Scotland	143	159
Social Grade		
AB	677	512
C1	539	531
C2	243	384
DE	371	403
Newspaper Type		
Express / Mail	365	293
Sun / Star	138	430
Mirror / Record	92	183
Guardian / Independent	128	82
FT / Times / Telegraph	133	174
Other Paper	250	210
No Paper	724	458
Political Party Identification		
Labour	532	595
Conservative	525	522
Liberal Democrat	178	220
SNP/Plaid Cymru	31	31
Others	114	24
None/ DK	450	439

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