

YouGov / The Sun Survey Results

Sample Size: 1594 GB Adults
Fieldwork: 12th - 13th September 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	1594	402	516	102	486	382	374	775	819	193	406	545	450	909	685	204	518	341	392	139
Unweighted Sample	1594	392	535	107	473	407	386	756	838	61	397	678	458	996	598	203	506	327	398	160
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	34	100	0	0	83	3	13	34	33	20	36	31	38	39	26	33	41	31	34	15
Lab	43	0	100	0	4	91	45	41	46	60	39	46	38	40	48	39	35	55	45	45
Lib Dem	8	0	0	100	1	1	30	8	9	3	12	8	8	12	4	12	11	4	8	7
Other	15	0	0	0	12	4	12	18	12	17	13	15	16	10	22	17	13	11	13	33

Other Parties Voting Intention

UKIP	7	0	0	0	10	1	4	10	5	11	3	7	10	3	13	13	7	6	8	3
SNP / PCY	3	0	0	0	1	2	2	4	2	1	3	3	3	3	4	0	0	2	0	26
Green	3	0	0	0	0	1	5	2	4	5	3	2	2	2	3	3	3	2	3	3
BNP	1	0	0	0	1	0	0	2	1	0	2	2	1	1	2	0	2	1	2	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	1	1	0	0	2	0	0	1	0	0	1	0	0	1

Non Voters

Would Not Vote	9	0	0	0	4	2	4	7	10	20	9	8	4	6	12	7	8	9	11	7
Don't know	16	0	0	0	16	9	20	11	21	19	19	18	11	16	17	15	18	16	17	9

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

	Sep 11-12	Sep 12-13																			
Approve	25	25	69	6	35	47	7	20	28	23	25	28	21	27	30	19	28	28	22	26	16
Disapprove	60	61	16	91	44	37	84	68	61	61	55	53	66	65	56	67	63	57	62	60	74
Don't know	15	14	15	3	21	15	9	12	11	16	20	19	12	8	14	13	9	15	17	14	10

Fieldwork: 12th - 13th 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 1594	402	516	102	486	382	374	775	819	193	406	545	450	909	685	204	518	341	392	139	
Unweighted Sample	392	535	107	473	407	386	756	838	61	397	678	458	996	598	203	506	327	398	160	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Aug 29-30
Sep 12-13

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	27	27	80	3	6	64	6	9	30	25	25	24	26	34	29	25	28	32	27	26	17
Applies most to Labour	29	28	2	74	10	3	67	32	29	28	32	24	31	27	28	30	30	24	35	29	25
Applies most to the Liberal Democrats	11	10	4	4	71	2	3	31	10	10	10	11	10	8	13	5	11	12	5	11	8
Applies to none of them	22	23	9	12	8	21	16	19	23	22	14	23	25	24	20	26	21	21	21	22	36
Don't know	12	12	5	7	4	9	8	9	8	15	19	17	9	7	10	14	11	11	11	13	14

It is led by people of real ability

Applies most to the Conservatives	19	18	57	3	9	42	4	8	18	18	12	16	18	22	21	13	20	21	16	16	11
Applies most to Labour	16	17	1	45	6	2	41	19	17	17	24	15	16	18	15	20	16	13	25	17	17
Applies most to the Liberal Democrats	4	4	1	2	34	1	2	11	5	3	7	4	4	3	5	3	6	6	2	2	3
Applies to none of them	46	47	30	38	38	44	40	53	49	45	35	48	50	47	46	48	46	47	42	47	58
Don't know	15	14	10	12	13	11	13	10	11	17	22	17	12	10	13	15	12	12	14	17	11

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	39	41	75	29	32	58	29	38	42	41	46	39	41	42	44	38	44	46	36	44	27
Applies most to Labour	12	11	1	29	5	2	30	9	12	11	11	10	12	12	11	11	10	10	12	12	15
Applies most to the Liberal Democrats	5	5	2	3	36	2	3	11	7	3	7	7	4	3	6	4	8	5	5	4	2
Applies to none of them	31	29	16	24	20	32	25	29	28	30	15	27	31	33	28	31	27	27	30	27	43
Don't know	13	13	6	15	8	6	13	12	11	16	21	17	12	9	12	15	12	12	16	14	13

Fieldwork: 12th - 13th 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 1594	402	516	102	486	382	374	775	819	193	406	545	450	909	685	204	518	341	392	139
Unweighted Sample 1594	392	535	107	473	407	386	756	838	61	397	678	458	996	598	203	506	327	398	160
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Applies most to the Conservatives	29	26	9	42	18	17	40	26	26	26	18	20	30	30	25	28	23	24	24	29	34
Applies most to Labour	20	22	45	5	52	35	8	22	25	18	17	24	25	18	24	19	25	24	18	23	16
Applies most to the Liberal Democrats	29	28	29	38	8	26	33	32	28	28	35	29	25	28	29	27	32	30	30	25	20
Applies to none of them	8	10	9	5	9	11	6	11	10	11	11	8	10	13	10	12	9	9	14	9	14
Don't know	14	14	8	9	13	11	12	9	10	17	19	19	10	11	13	15	13	13	14	14	17

*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	27	106
Male 25 to 39	178	218
Male 40 to 59	333	288
Male 60 +	289	216
Female 18 to 24	33	100
Female 25 to 39	231	216
Female 40 to 59	358	295
Female 60 +	254	264
Region		
North England	405	419
Midlands	274	279
East England	192	163
London	228	218
South England	398	390
Wales	76	85
Scotland	130	148
Social Grade		
AB	639	477
C1	488	494
C2	249	358
DE	327	375
Newspaper Type		
Express / Mail	373	272
Sun / Star	165	400
Mirror / Record	91	170
Guardian / Independent	101	77
FT / Times / Telegraph	114	162
Other Paper	227	196
No Paper	632	426
Political Party Identification		
Labour	471	553
Conservative	510	485
Liberal Democrat	192	204
SNP/Plaid Cymru	37	29
Others	94	22
None/ DK	399	409

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