

## YouGov / The Sun Survey Results

Sample Size: 1785 GB Adults  
Fieldwork: 24th - 25th 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	
<b>Weighted Sample</b>	<b>1785</b>	457	610	136	557	454	375	868	917	216	455	610	503	1017	768	228	580	382	439	155
<b>Unweighted Sample</b>	<b>1785</b>	468	547	128	560	413	407	863	922	96	448	716	525	1162	623	183	679	321	441	161
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

Con	<b>33</b>	100	0	0	78	4	10	32	35	23	31	33	39	36	30	39	43	27	25	25
Lab	<b>44</b>	0	100	0	7	91	40	45	43	45	48	47	38	41	50	42	33	53	55	38
Lib Dem	<b>10</b>	0	0	100	1	1	38	8	11	17	13	7	8	14	5	12	11	8	10	9
Other	<b>12</b>	0	0	0	13	4	12	15	10	16	8	13	14	10	16	7	13	11	10	28

### Other Parties Voting Intention

UKIP	<b>6</b>	0	0	0	9	2	4	8	4	3	2	6	11	4	9	3	8	6	7	2
SNP / PCY	<b>3</b>	0	0	0	2	1	2	4	2	7	3	3	2	3	3	0	0	4	0	25
Green	<b>2</b>	0	0	0	1	0	3	1	2	4	2	2	0	1	2	3	2	1	1	1
BNP	<b>1</b>	0	0	0	1	0	1	1	1	0	1	2	0	1	1	0	2	0	1	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	2	1	0	2	0	0	1	1	0	0	1	0	1	0

### Non Voters

Would Not Vote	<b>7</b>	0	0	0	3	2	4	6	8	3	11	8	3	5	9	5	8	6	7	5
Don't know	<b>16</b>	0	0	0	14	8	20	13	19	22	16	17	13	15	18	21	14	15	17	17

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

	Oct 23-24	Oct 24-25																			
Approve	<b>25</b>	<b>25</b>	74	2	30	50	6	19	26	24	14	24	25	31	29	20	28	28	23	24	19
Disapprove	<b>61</b>	<b>59</b>	9	92	50	31	85	69	63	55	62	56	61	58	55	64	51	54	62	63	68
Don't know	<b>14</b>	<b>16</b>	17	5	20	19	9	12	11	21	24	20	14	11	16	16	21	17	15	13	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

	Oct 10-11	Oct 24-25																			
Applies most to the Conservatives	<b>28</b>	<b>28</b>	83	3	2	67	6	8	29	26	22	22	28	35	30	25	26	34	27	24	20
Applies most to Labour	<b>28</b>	<b>29</b>	2	73	6	5	69	27	31	28	28	31	29	30	27	33	31	20	35	35	32
Applies most to the Liberal Democrats	<b>10</b>	<b>10</b>	2	5	81	3	3	34	11	9	13	13	9	8	14	5	14	12	8	9	8
Applies to none of them	<b>22</b>	<b>20</b>	7	12	5	18	13	21	21	19	19	17	22	21	19	21	18	22	16	18	29
Don't know	<b>12</b>	<b>13</b>	6	7	6	8	9	10	8	17	19	17	12	6	10	16	12	12	14	13	11

Fieldwork: 24th - 25th October 2012

	Total	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	
<b>Weighted Sample</b>	<b>1785</b>	457	610	136	557	454	375	868	917	216	455	610	503	1017	768	228	580	382	439	155	
Unweighted Sample	1785	468	547	128	560	413	407	863	922	96	448	716	525	1162	623	183	679	321	441	161	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>It is led by people of real ability</b>																					
Applies most to the Conservatives	21	18	59	3	6	42	6	7	16	20	9	17	19	22	20	15	19	22	16	15	16
Applies most to Labour	16	19	3	47	8	5	46	13	22	16	29	19	15	19	17	21	19	14	25	20	18
Applies most to the Liberal Democrats	3	4	1	2	34	1	1	11	4	3	4	4	3	3	5	2	6	3	3	3	4
Applies to none of them	44	44	29	39	36	42	36	55	47	41	34	42	49	44	44	44	44	44	40	45	49
Don't know	15	15	9	9	16	10	11	14	10	20	24	17	14	11	13	17	13	15	16	17	12
<b>Its leaders are prepared to take tough and unpopular decisions</b>																					
Applies most to the Conservatives	48	41	82	29	26	66	26	36	41	42	30	41	43	46	43	39	45	43	42	38	38
Applies most to Labour	11	14	1	34	8	3	35	8	17	11	15	13	13	15	13	15	15	9	15	17	18
Applies most to the Liberal Democrats	4	5	1	2	34	2	2	11	6	4	8	6	3	3	6	2	3	6	5	4	4
Applies to none of them	23	25	10	22	20	21	23	30	27	23	22	20	29	26	24	26	20	27	22	26	28
Don't know	14	15	5	13	13	8	14	15	10	20	26	20	13	9	13	18	17	15	16	15	13
<b>It seems to chop and change all the time: you can never be quite sure what it stands for</b>																					
Applies most to the Conservatives	24	28	7	47	28	13	43	34	32	23	12	24	30	34	24	32	20	25	26	34	33
Applies most to Labour	23	22	43	5	49	38	7	23	24	20	22	21	22	24	24	19	28	23	21	20	17
Applies most to the Liberal Democrats	31	27	32	32	7	29	33	23	28	26	36	26	27	23	30	22	29	27	30	21	28
Applies to none of them	7	8	8	6	5	9	6	6	6	10	10	7	8	8	8	8	7	9	7	8	7
Don't know	14	16	9	10	10	12	11	14	11	20	21	21	13	11	13	19	16	16	15	16	13
		Oct 16-17																			
<b>Which of these would make the best Prime Minister?</b>		Oct 24-25																			
David Cameron	35	33	93	4	16	73	6	19	35	32	21	33	33	39	37	28	38	40	28	28	26
Ed Miliband	23	25	0	62	12	5	56	24	29	21	37	23	22	26	23	27	23	18	32	29	23
Nick Clegg	5	5	1	2	39	1	2	16	5	6	9	7	5	3	7	3	5	8	4	4	4
Don't know	37	36	5	32	32	21	35	41	31	41	33	38	40	32	32	42	33	34	36	38	47

## 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.
<b>Age and Gender</b>			
	Male 18 to 24	46	111
	Male 25 to 39	204	228
	Male 40 to 59	345	302
	Male 60 +	268	227
	Female 18 to 24	50	105
	Female 25 to 39	244	227
	Female 40 to 59	371	309
	Female 60 +	257	277
<b>Region</b>			
	North England	441	439
	Midlands	246	293
	East England	188	171
	London	183	228
	South England	491	409
	Wales	75	89
	Scotland	161	155
<b>Social Grade</b>			
	AB	651	500
	C1	511	518
	C2	254	375
	DE	369	393
<b>Newspaper Type</b>			
	Express / Mail	342	286
	Sun / Star	186	419
	Mirror / Record	109	179
	Guardian / Independent	121	80
	FT / Times / Telegraph	126	170
	Other Paper	203	205
	No Paper	698	446
<b>Political Party Identification</b>			
	Labour	539	580
	Conservative	521	509
	Liberal Democrat	186	214
	SNP/Plaid Cymru	53	30
	Others	84	23
	None/ DK	402	428

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