

# YouGov / The Sun Survey Results

Sample Size: 1842 GB Adults  
Fieldwork: 27th - 28th 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	
<b>Weighted Sample</b>	<b>1842</b>	451	629	151	560	482	422	895	947	223	470	630	519	1050	792	236	599	394	453	160
Unweighted Sample	1842	434	604	128	571	454	430	903	939	120	419	772	531	1218	624	251	651	429	431	80
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	32	100	0	0	76	4	9	32	32	38	28	28	36	37	24	33	40	32	26	15
Lab	44	0	100	0	9	91	37	42	46	38	50	47	38	38	52	46	34	45	55	43
Lib Dem	11	0	0	100	1	1	41	11	10	13	13	9	10	12	8	14	11	9	7	16
Other	14	0	0	0	14	4	14	16	12	11	8	15	17	13	15	7	14	14	11	26

## Other Parties Voting Intention

UKIP	8	0	0	0	13	2	7	10	7	1	2	9	15	8	8	5	11	10	7	2
SNP / PCY	2	0	0	0	0	1	1	3	1	0	2	4	2	2	3	0	0	1	0	21
Green	2	0	0	0	0	0	5	2	2	5	3	1	0	2	2	1	2	0	2	4
BNP	1	0	0	0	0	0	0	1	1	3	1	1	0	0	1	0	0	2	0	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	1	3	0	1	0	1	1	1	1	0	1	0

## Non Voters

Would Not Vote	7	0	0	0	3	2	6	7	7	12	11	6	3	5	10	8	8	8	8	2
Don't know	15	0	0	0	14	7	19	10	20	19	18	13	13	16	14	20	16	13	15	10

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

	Nov 26-27	Nov 27-28																			
Approve	24	26	74	4	35	52	7	17	30	22	35	25	21	29	31	19	31	29	24	23	19
Disapprove	60	56	8	88	42	30	83	67	58	55	34	53	64	60	52	62	50	52	54	64	67
Don't know	16	18	18	8	23	18	9	16	12	23	31	22	16	11	17	19	19	19	22	14	14

## Which of these would make the best Prime Minister?

	Nov 13-14	Nov 27-28																			
David Cameron	35	34	93	5	18	71	7	18	37	30	36	31	31	38	39	26	37	40	33	27	25
Ed Miliband	24	24	0	62	14	4	57	23	26	23	23	22	27	24	23	27	25	20	24	31	26
Nick Clegg	4	5	0	3	40	0	2	16	7	3	7	6	5	4	6	4	7	5	5	4	7
Don't know	37	37	7	31	27	24	34	43	31	43	35	41	37	34	32	43	31	35	38	39	43

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

	Nov 13-14	Nov 27-28																			
<b>If you had to choose, which of the following options would be best for Britain?</b>																					
A majority Conservative government	29	30	88	1	5	74	4	8	31	28	29	20	29	40	35	23	26	38	31	23	20
A coalition between the Conservatives and Liberal Democrats	9	7	9	3	32	6	4	14	9	7	9	11	5	6	9	6	5	8	9	8	4
A coalition between Labour and the Liberal Democrats	12	13	0	14	48	3	13	31	15	11	13	17	13	10	16	10	15	12	11	12	22
A majority Labour government	31	31	0	80	1	5	74	25	31	30	19	27	36	32	26	36	28	23	29	39	39
Don't know	19	19	2	3	14	12	5	23	14	24	30	24	17	12	15	24	25	18	19	17	16

## 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	53	114
	Male 25 to 39	176	236
	Male 40 to 59	387	311
	Male 60 +	287	234
	Female 18 to 24	67	109
	Female 25 to 39	243	234
	Female 40 to 59	385	319
	Female 60 +	244	286
<b>Region</b>			
	North England	431	453
	Midlands	329	302
	East England	191	177
	London	251	236
	South England	460	422
	Wales	100	92
	Scotland	80	160
<b>Social Grade</b>			
	AB	703	516
	C1	515	534
	C2	248	387
	DE	376	405
<b>Newspaper Type</b>			
	Express / Mail	350	295
	Sun / Star	165	433
	Mirror / Record	100	184
	Guardian / Independent	123	83
	FT / Times / Telegraph	144	175
	Other Paper	214	212
	No Paper	746	461
<b>Political Party Identification</b>			
	Labour	603	599
	Conservative	502	525
	Liberal Democrat	171	221
	SNP/Plaid Cymru	21	31
	Others	125	24
	None/ DK	420	442

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