

## YouGov / The Sun Survey Results

Sample Size: 1936 GB Adults  
Fieldwork: 29th - 30th 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	
<b>Weighted Sample</b>	<b>1936</b>	<b>489</b>	<b>669</b>	<b>133</b>	<b>612</b>	<b>469</b>	<b>437</b>	<b>941</b>	<b>995</b>	<b>234</b>	<b>494</b>	<b>662</b>	<b>546</b>	<b>1104</b>	<b>832</b>	<b>248</b>	<b>629</b>	<b>414</b>	<b>476</b>	<b>168</b>	
Unweighted Sample	1936	479	649	114	609	466	436	936	1000	149	453	749	585	1261	675	336	633	404	446	117	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

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

Con	32	100	0	0	80	2	11	30	35	26	31	33	35	36	27	38	41	34	23	15
Lab	44	0	100	0	5	93	43	47	41	55	47	47	34	40	50	49	32	45	58	42
Lib Dem	9	0	0	100	1	0	34	8	10	9	12	5	10	10	7	5	12	9	6	11
Other	15	0	0	0	14	5	13	15	14	11	9	14	21	13	16	8	15	12	13	32

### Other Parties Voting Intention

UKIP	8	0	0	0	11	2	5	8	7	1	3	7	15	7	9	4	11	6	9	3
SNP / PCY	3	0	0	0	0	1	2	3	3	1	4	3	4	2	4	1	0	2	0	26
Green	2	0	0	0	1	1	5	3	2	7	2	2	1	3	2	3	3	2	2	2
BNP	1	0	0	0	1	0	1	0	1	2	0	0	1	0	1	0	0	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	1	0	0	0	1	0	0	1	1	0	1	1	1	1	1	0	0	1	1	1

### Non Voters

Would Not Vote	8	0	0	0	3	2	6	7	8	9	13	6	4	7	8	6	7	8	9	6
Don't know	14	0	0	0	15	6	19	10	18	14	15	14	14	12	17	13	16	16	13	10

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

	Oct 28-29	Oct 29-30																			
Approve	27	28	80	7	36	56	7	20	29	27	26	29	26	29	31	23	26	33	29	24	19
Disapprove	58	58	9	89	40	30	87	66	61	56	50	54	64	59	56	61	58	50	57	64	73
Don't know	15	14	11	4	24	14	6	14	10	17	24	16	10	12	13	16	15	17	13	12	8

### Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?

	Oct 22-23	Oct 29-30																			
Strongly support	4	3	8	1	9	6	1	3	4	2	4	2	2	6	4	2	4	3	4	3	5
Tend to support	24	25	46	9	61	37	9	36	27	24	20	26	24	28	29	20	26	31	21	23	22
<b>TOTAL SUPPORT</b>	<b>28</b>	<b>28</b>	<b>54</b>	<b>10</b>	<b>70</b>	<b>43</b>	<b>10</b>	<b>39</b>	<b>31</b>	<b>26</b>	<b>24</b>	<b>28</b>	<b>26</b>	<b>34</b>	<b>33</b>	<b>22</b>	<b>30</b>	<b>34</b>	<b>25</b>	<b>26</b>	<b>27</b>
Tend to oppose	31	33	33	31	16	35	32	31	28	37	39	32	33	30	34	31	35	34	36	30	22
Strongly oppose	30	30	10	54	8	17	54	24	34	26	20	24	35	34	26	35	28	22	31	36	46
<b>TOTAL OPPOSE</b>	<b>61</b>	<b>63</b>	<b>43</b>	<b>85</b>	<b>24</b>	<b>52</b>	<b>86</b>	<b>55</b>	<b>62</b>	<b>63</b>	<b>59</b>	<b>56</b>	<b>68</b>	<b>64</b>	<b>60</b>	<b>66</b>	<b>63</b>	<b>56</b>	<b>67</b>	<b>66</b>	<b>68</b>
Don't know	12	9	3	4	6	5	4	6	8	10	17	15	6	3	7	11	8	10	8	8	5

## 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	54	120
	Male 25 to 39	198	248
	Male 40 to 59	352	327
	Male 60 +	332	246
	Female 18 to 24	95	114
	Female 25 to 39	255	246
	Female 40 to 59	397	335
	Female 60 +	253	300
<b>Region</b>			
	North England	446	476
	Midlands	305	318
	East England	179	186
	London	336	248
	South England	454	443
	Wales	99	97
	Scotland	117	168
<b>Social Grade</b>			
	AB	688	542
	C1	573	561
	C2	283	407
	DE	392	426
<b>Newspaper Type</b>			
	Express / Mail	342	310
	Sun / Star	239	455
	Mirror / Record	142	194
	Guardian / Independent	134	87
	FT / Times / Telegraph	156	184
	Other Paper	225	223
	No Paper	698	484
<b>Political Party Identification</b>			
	Labour	617	629
	Conservative	528	552
	Liberal Democrat	183	232
	SNP/Plaid Cymru	33	33
	Others	110	25
	None/ DK	465	465

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