

YouGov / The Sun Survey Results

Sample Size: 1824 GB Adults
Fieldwork: 30th - 31st 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	1824	454	599	118	550	465	421	886	938	221	465	624	514	1040	784	233	593	390	449	159
Unweighted Sample	1824	443	573	116	582	444	437	887	937	82	461	730	551	1193	631	261	647	377	371	168
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	79	3	10	34	33	30	31	33	37	38	26	37	38	33	30	20
Lab	44	0	100	0	6	93	41	42	45	48	51	44	36	41	48	46	36	42	54	44
Lib Dem	9	0	0	100	1	1	34	7	10	8	10	9	7	9	8	7	12	11	4	6
Other	14	0	0	0	13	3	14	17	12	14	8	14	20	12	18	10	14	13	12	30

Other Parties Voting Intention

UKIP	8	0	0	0	11	2	5	9	7	1	3	7	14	6	10	6	10	10	6	1
SNP / PCY	3	0	0	0	0	1	2	4	2	5	2	4	2	2	4	0	0	2	0	27
Green	2	0	0	0	0	0	5	3	1	5	1	2	2	3	1	2	3	0	3	1
BNP	1	0	0	0	1	0	0	1	0	0	0	1	1	0	1	1	0	1	1	0
Respect	1	0	0	0	0	0	1	0	1	3	0	0	1	0	1	0	2	0	0	0
Other	0	0	0	0	0	0	1	1	0	0	1	0	0	1	0	0	0	0	1	0

Non Voters

Would Not Vote	8	0	0	0	4	2	5	9	8	10	12	9	4	5	12	5	7	12	10	3
Don't know	17	0	0	0	13	10	25	11	22	16	19	15	17	15	19	17	21	14	15	14

Oct 29-30
Oct 30-31

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

Approve	28	26	72	5	31	55	5	16	28	23	20	27	27	26	30	20	27	26	27	26	21
Disapprove	58	61	11	91	55	27	90	74	60	61	60	57	62	63	58	64	54	58	60	65	67
Don't know	14	14	16	3	15	18	5	10	12	15	20	16	11	11	11	17	18	16	13	9	12

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

Which of these would make the best Prime Minister?

	Oct 24-25	Oct 30-31	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
David Cameron	33	32	92	5	17	74	6	17	36	29	27	30	33	36	37	26	42	33	31	30	25
Ed Miliband	25	24	1	63	8	3	58	19	26	23	35	22	25	21	25	24	20	19	27	29	32
Nick Clegg	5	5	1	2	31	2	2	11	4	5	6	7	4	2	4	5	3	5	5	5	2
Don't know	36	39	7	31	44	21	34	52	34	43	32	41	38	40	34	45	35	42	38	37	40

If you had to choose, which of the following options would be best for Britain?

	Oct 16-17	Oct 30-31	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
A majority Conservative government	30	29	88	1	7	73	3	11	32	27	21	22	30	39	34	24	33	32	29	29	18
A coalition between the Conservatives and Liberal Democrats	6	6	8	2	27	7	3	9	7	4	4	7	6	4	7	4	10	6	6	3	6
A coalition between Labour and the Liberal Democrats	13	13	1	15	47	2	13	29	12	13	15	14	12	12	13	12	11	13	13	11	17
A majority Labour government	30	32	1	80	5	5	72	26	33	30	37	32	33	27	30	34	26	25	32	40	41
Don't know	21	21	3	2	13	13	10	24	16	25	22	25	19	18	16	27	20	25	20	17	18

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	35	113
	Male 25 to 39	196	233
	Male 40 to 59	346	308
	Male 60 +	310	232
	Female 18 to 24	47	108
	Female 25 to 39	265	232
	Female 40 to 59	384	316
	Female 60 +	241	283
Region			
	North England	371	449
	Midlands	271	299
	East England	186	175
	London	261	233
	South England	461	418
	Wales	106	91
	Scotland	168	159
Social Grade			
	AB	704	511
	C1	489	529
	C2	252	383
	DE	379	401
Newspaper Type			
	Express / Mail	347	292
	Sun / Star	205	429
	Mirror / Record	105	182
	Guardian / Independent	107	82
	FT / Times / Telegraph	136	173
	Other Paper	258	210
	No Paper	666	456
Political Party Identification			
	Labour	560	593
	Conservative	522	520
	Liberal Democrat	201	219
	SNP/Plaid Cymru	36	31
	Others	86	24
	None/ DK	419	438

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