

YouGov / The Sun Survey Results

Sample Size: 1749 GB Adults
Fieldwork: 16th - 17th 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 | |
| Weighted Sample | 1749 | 448 | 577 | 123 | 559 | 457 | 387 | 850 | 899 | 212 | 446 | 598 | 493 | 997 | 752 | 224 | 568 | 374 | 430 | 152 | |
| Unweighted Sample | 1749 | 459 | 540 | 108 | 575 | 415 | 398 | 842 | 907 | 152 | 410 | 651 | 536 | 1175 | 574 | 248 | 619 | 354 | 429 | 99 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Headline Voting Intention

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

| | | | | | | | | | | | | | | | | | | | | |
|---------|-----------|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con | 33 | 100 | 0 | 0 | 78 | 4 | 13 | 33 | 33 | 23 | 32 | 36 | 33 | 34 | 31 | 37 | 40 | 32 | 26 | 24 |
| Lab | 42 | 0 | 100 | 0 | 8 | 90 | 37 | 42 | 42 | 49 | 50 | 42 | 35 | 41 | 44 | 44 | 34 | 44 | 55 | 30 |
| Lib Dem | 9 | 0 | 0 | 100 | 0 | 2 | 37 | 8 | 10 | 14 | 12 | 5 | 10 | 10 | 7 | 10 | 11 | 7 | 6 | 15 |
| Other | 16 | 0 | 0 | 0 | 14 | 4 | 14 | 17 | 14 | 14 | 5 | 17 | 22 | 14 | 17 | 8 | 15 | 18 | 14 | 31 |

Other Parties Voting Intention

| | | | | | | | | | | | | | | | | | | | | |
|-----------|----------|---|---|---|----|---|---|---|---|---|---|---|----|---|---|---|---|----|---|----|
| UKIP | 7 | 0 | 0 | 0 | 10 | 1 | 3 | 9 | 6 | 3 | 1 | 8 | 14 | 6 | 9 | 3 | 8 | 10 | 8 | 3 |
| SNP / PCY | 3 | 0 | 0 | 0 | 1 | 1 | 2 | 3 | 3 | 5 | 2 | 3 | 4 | 3 | 3 | 1 | 1 | 2 | 0 | 27 |
| Green | 3 | 0 | 0 | 0 | 0 | 0 | 7 | 2 | 3 | 4 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 1 |
| BNP | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 2 | 1 | 1 | 2 | 1 | 1 | 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 | 2 | 0 | 1 | 1 | 1 | 3 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 2 | 0 |

Non Voters

| | | | | | | | | | | | | | | | | | | | | |
|----------------|-----------|---|---|---|----|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Would Not Vote | 7 | 0 | 0 | 0 | 3 | 4 | 5 | 6 | 7 | 9 | 11 | 5 | 4 | 6 | 7 | 6 | 6 | 7 | 6 | 9 |
| Don't know | 16 | 0 | 0 | 0 | 13 | 9 | 21 | 13 | 19 | 24 | 16 | 15 | 13 | 13 | 19 | 16 | 17 | 17 | 13 | 14 |

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

| | Oct 15-16 | Oct 16-17 | | | | | | | | | | | | | | | | | | | |
|------------|-----------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Approve | 27 | 24 | 74 | 4 | 23 | 53 | 7 | 15 | 27 | 22 | 18 | 26 | 25 | 25 | 28 | 20 | 30 | 28 | 19 | 23 | 18 |
| Disapprove | 60 | 61 | 13 | 89 | 57 | 31 | 83 | 73 | 60 | 61 | 59 | 58 | 61 | 63 | 58 | 64 | 56 | 54 | 63 | 65 | 72 |
| Don't know | 14 | 15 | 14 | 7 | 20 | 16 | 10 | 12 | 13 | 17 | 23 | 16 | 14 | 12 | 14 | 17 | 14 | 17 | 18 | 12 | 10 |

Which of these would make the best Prime Minister?

| | Oct 2-3 | Oct 16-17 | | | | | | | | | | | | | | | | | | | |
|---------------|---------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| David Cameron | 31 | 35 | 97 | 5 | 16 | 73 | 9 | 19 | 36 | 33 | 32 | 32 | 37 | 36 | 37 | 31 | 40 | 40 | 32 | 29 | 30 |
| Ed Miliband | 27 | 23 | 0 | 62 | 4 | 4 | 52 | 20 | 23 | 23 | 24 | 21 | 22 | 25 | 23 | 24 | 25 | 21 | 22 | 28 | 15 |
| Nick Clegg | 5 | 5 | 0 | 2 | 51 | 1 | 3 | 16 | 6 | 5 | 6 | 9 | 3 | 4 | 6 | 4 | 6 | 5 | 3 | 5 | 8 |
| Don't know | 37 | 37 | 3 | 31 | 29 | 22 | 36 | 46 | 35 | 39 | 37 | 38 | 38 | 36 | 34 | 42 | 29 | 34 | 42 | 37 | 47 |

Fieldwork: 16th - 17th 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 | |
| Weighted Sample | 1749 | 448 | 577 | 123 | 559 | 457 | 387 | 850 | 899 | 212 | 446 | 598 | 493 | 997 | 752 | 224 | 568 | 374 | 430 | 152 |
| Unweighted Sample | 1749 | 459 | 540 | 108 | 575 | 415 | 398 | 842 | 907 | 152 | 410 | 651 | 536 | 1175 | 574 | 248 | 619 | 354 | 429 | 99 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

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

| | Oct 2-3 | Oct 16-17 | | | | | | | | | | | | | | | | | | | |
|---|---------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| A majority Conservative government | 30 | 30 | 89 | 1 | 2 | 73 | 4 | 9 | 32 | 28 | 19 | 25 | 33 | 36 | 33 | 27 | 31 | 36 | 28 | 25 | 22 |
| A coalition between the Conservatives and Liberal Democrats | 6 | 6 | 8 | 1 | 35 | 4 | 2 | 14 | 6 | 6 | 7 | 8 | 5 | 6 | 7 | 5 | 11 | 9 | 5 | 4 | 2 |
| A coalition between Labour and the Liberal Democrats | 13 | 13 | 0 | 15 | 49 | 4 | 10 | 32 | 14 | 11 | 15 | 16 | 11 | 11 | 14 | 11 | 15 | 13 | 13 | 11 | 15 |
| A majority Labour government | 32 | 30 | 0 | 79 | 2 | 4 | 70 | 22 | 31 | 29 | 27 | 29 | 31 | 30 | 29 | 31 | 26 | 23 | 33 | 40 | 24 |
| Don't know | 20 | 21 | 3 | 4 | 13 | 14 | 13 | 24 | 17 | 25 | 32 | 22 | 20 | 17 | 18 | 26 | 18 | 19 | 21 | 19 | 37 |

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 | 68 | 108 |
| Male 25 to 39 | 178 | 224 |
| Male 40 to 59 | 318 | 296 |
| Male 60 + | 278 | 222 |
| Female 18 to 24 | 84 | 103 |
| Female 25 to 39 | 232 | 222 |
| Female 40 to 59 | 333 | 303 |
| Female 60 + | 258 | 271 |
| Region | | |
| North England | 429 | 430 |
| Midlands | 276 | 287 |
| East England | 173 | 168 |
| London | 248 | 224 |
| South England | 446 | 401 |
| Wales | 78 | 87 |
| Scotland | 99 | 152 |
| Social Grade | | |
| AB | 630 | 490 |
| C1 | 545 | 507 |
| C2 | 227 | 367 |
| DE | 347 | 385 |
| Newspaper Type | | |
| Express / Mail | 341 | 280 |
| Sun / Star | 192 | 411 |
| Mirror / Record | 77 | 175 |
| Guardian / Independent | 120 | 79 |
| FT / Times / Telegraph | 148 | 166 |
| Other Paper | 235 | 201 |
| No Paper | 636 | 437 |
| Political Party Identification | | |
| Labour | 521 | 568 |
| Conservative | 505 | 498 |
| Liberal Democrat | 174 | 210 |
| SNP/Plaid Cymru | 41 | 30 |
| Others | 86 | 23 |
| None/ DK | 422 | 420 |

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