

YouGov / The Sun Survey Results

Sample Size: 1891 GB Adults

Fieldwork: 26th - 27th September 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	1891	447	616	152	590	462	426	919	972	229	482	647	533	1078	813	242	615	405	465	165
Unweighted Sample	1891	449	587	138	593	444	442	924	967	106	452	803	530	1234	657	264	630	350	468	179
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	78	1	8	28	34	31	32	27	35	37	23	28	38	33	22	29
Lab	43	0	100	0	6	94	38	45	41	36	48	51	32	36	52	46	35	45	55	31
Lib Dem	11	0	0	100	2	2	37	11	10	17	10	8	11	11	9	12	11	10	11	6
Other	16	0	0	0	15	3	16	16	15	16	10	14	22	15	16	13	16	12	12	34

Other Parties Voting Intention

UKIP	8	0	0	0	12	1	6	8	7	2	3	6	16	7	8	7	9	7	8	5
Green	4	0	0	0	1	0	9	3	5	12	4	3	1	4	3	3	5	2	3	2
SNP / PCY	3	0	0	0	1	1	1	3	2	2	2	3	3	3	3	2	1	1	0	24
BNP	1	0	0	0	1	0	0	1	1	0	0	1	1	0	1	1	1	0	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	0	1	1	0	0	1	0	0	2	0	2

Non Voters

Would Not Vote	9	0	0	0	5	3	8	8	10	17	12	7	5	7	12	12	8	10	9	8
Don't know	15	0	0	0	13	10	20	10	19	14	16	16	13	14	16	15	13	16	16	15

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

	Sep 25-26	Sep 26-27																			
Approve	24	23	71	3	30	50	4	19	26	21	24	25	20	25	29	17	23	28	23	19	21
Disapprove	61	62	12	90	47	33	89	69	65	60	51	58	70	62	58	69	60	58	61	69	64
Don't know	15	14	17	6	23	17	7	12	9	19	25	17	9	13	14	15	18	14	15	12	14

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

Sep 12-13 Sep 26-27

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

Applies most to the Conservatives	27	26	82	3	7	62	5	10	26	25	23	23	22	33	30	20	23	31	27	18	24
Applies most to Labour	28	27	1	72	5	4	71	21	31	23	26	26	31	23	26	29	31	22	23	37	19
Applies most to the Liberal Democrats	10	13	4	4	78	5	2	37	16	10	19	13	10	13	14	11	14	14	12	11	12
Applies to none of them	23	23	7	13	6	20	13	23	19	26	13	20	25	26	20	26	18	23	22	22	32
Don't know	12	12	7	8	4	10	9	9	8	16	19	17	12	6	10	15	14	10	16	11	13

It is led by people of real ability

Applies most to the Conservatives	18	19	63	1	12	44	2	13	21	18	19	19	17	22	22	15	16	22	22	15	16
Applies most to Labour	17	16	1	45	11	2	43	10	20	12	21	14	17	14	14	18	17	14	11	23	13
Applies most to the Liberal Democrats	4	4	2	2	27	1	1	10	4	4	3	3	4	4	4	3	5	4	3	3	5
Applies to none of them	47	46	23	41	41	39	42	57	45	47	35	43	50	49	45	48	45	46	43	48	50
Don't know	14	15	12	12	8	14	11	10	10	20	22	20	12	11	15	16	17	14	21	12	15

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	41	42	80	28	32	64	24	41	43	42	42	43	40	45	47	37	39	48	46	36	36
Applies most to Labour	11	11	1	30	8	2	29	6	14	9	9	11	14	10	10	14	11	11	8	14	14
Applies most to the Liberal Democrats	5	6	1	4	41	2	4	15	6	6	6	6	5	7	8	4	8	6	5	6	5
Applies to none of them	29	27	12	25	15	24	31	28	26	28	23	24	29	30	25	30	28	27	22	32	26
Don't know	13	13	5	14	4	8	11	9	11	15	20	16	13	7	11	15	13	8	19	11	19

It seems to chop and change all the time: you can never be quite sure what it stands for

Applies most to the Conservatives	26	23	6	34	35	13	34	26	27	19	21	18	25	25	21	26	25	22	19	27	20
Applies most to Labour	22	20	44	5	39	34	5	23	23	17	8	22	21	22	21	18	18	22	20	18	20
Applies most to the Liberal Democrats	28	33	34	46	9	32	44	30	31	35	43	30	29	36	37	28	36	33	30	35	31
Applies to none of them	10	9	6	7	9	8	8	10	8	11	5	10	11	9	8	11	9	9	10	8	12
Don't know	14	15	10	9	8	13	9	12	11	18	23	20	14	7	13	16	12	13	20	12	17

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	48	117
Male 25 to 39	199	242
Male 40 to 59	396	320
Male 60 +	281	240
Female 18 to 24	58	112
Female 25 to 39	253	240
Female 40 to 59	407	327
Female 60 +	249	293
Region		
North England	468	465
Midlands	263	310
East England	202	182
London	264	242
South England	428	433
Wales	87	95
Scotland	179	165
Social Grade		
AB	698	529
C1	536	548
C2	281	397
DE	376	416
Newspaper Type		
Express / Mail	356	303
Sun / Star	175	444
Mirror / Record	95	189
Guardian / Independent	146	85
FT / Times / Telegraph	139	180
Other Paper	237	217
No Paper	743	473
Political Party Identification		
Labour	591	615
Conservative	536	539
Liberal Democrat	186	227
SNP/Plaid Cymru	48	32
Others	103	25
None/ DK	427	454

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