

YouGov / The Sun Survey Results

Sample Size: 1710 GB Adults

Fieldwork: 30th September - 1st 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 1710	440	559	124	570	428	354	831	879	207	436	585	482	975	735	219	556	366	421	149	
Unweighted Sample 1710	420	553	116	540	432	369	802	908	124	463	658	465	1161	549	336	545	336	385	108	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the how well or badly David Cameron and the Conservatives have done since entering government in 2010, which of the following best reflects your view?

I expected them to do well and they have done	13	43	1	10	32	0	3	12	13	8	14	13	13	15	9	11	17	14	8	10
I expected them to do well, but they have been a disappointment	34	40	18	24	49	21	30	35	33	25	29	31	45	34	34	40	34	32	32	31
I expected them to do badly, but they have actually done quite well	5	7	3	20	4	4	9	6	5	5	7	5	4	7	4	7	6	4	5	4
I expected them to do badly and they have done	36	1	72	28	4	69	45	38	34	42	29	39	34	35	37	33	27	36	46	42
Don't know	13	9	6	18	10	6	13	9	16	21	20	11	4	10	16	9	15	14	10	13

Whether or not you agree with his views, to what extent do you feel you know what David Cameron stands for these days?

A lot - I am very clear what he stands for	10	14	14	7	11	13	9	10	10	3	9	14	9	11	9	11	12	9	10	8
A little - I have a broad idea of what he stands for	35	62	23	39	49	24	33	37	33	36	35	35	33	39	28	39	40	32	30	27
Not a lot - I am uncertain exactly what he stands for	31	20	31	37	29	32	36	30	32	30	31	29	34	31	31	29	28	33	34	31
Not at all - I am very uncertain what he stands for	17	1	28	12	8	26	17	19	16	18	15	16	20	14	21	17	14	18	17	28
Don't know	7	2	4	5	3	5	5	4	9	12	9	6	3	4	10	5	5	9	8	6

Since he became Prime Minister, do you think David Cameron has become more or less clear about what he stands for?

Has become more clear about what he stands for	8	14	10	9	11	8	7	9	8	9	8	10	6	9	7	7	9	8	8	9
Has become less clear about what he stands for	43	42	41	39	47	43	45	46	41	39	42	43	47	46	40	48	44	40	42	46
No difference - he has always been clear what he stands for	15	32	8	24	24	9	13	16	15	15	15	17	13	17	13	16	18	15	13	9
No difference - he has never been clear what he stands for	21	6	33	23	8	30	28	23	20	17	17	22	27	19	25	20	17	22	27	26
Don't know	11	6	8	5	10	10	6	6	16	20	18	8	6	9	14	9	11	15	10	11

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

Below are some of the things the Conservatives said they would try to do in government, in each case, please say how much progress they have made in delivering them.

Reducing net immigration from the hundreds of thousands to the tens of thousands

Have gone a long way towards delivering this	2	4	2	1	2	2	1	3	1	2	3	2	1	3	1	5	2	1	3	0
Have made some progress towards delivering this	19	31	12	35	25	15	20	22	16	21	22	19	16	22	16	18	22	14	20	17
Have not made any progress at all towards delivering this	62	55	72	53	62	70	64	64	61	46	49	66	76	58	67	61	60	66	62	64
Don't know	17	10	14	12	11	13	14	12	21	32	26	12	7	17	16	17	16	19	15	19

Reducing the government deficit

Have gone a long way towards delivering this	3	7	2	1	6	3	1	4	3	2	4	4	2	4	3	3	4	4	3	3
Have made some progress towards delivering this	40	66	27	51	55	27	41	43	37	42	43	40	36	44	35	39	43	37	38	43
Have not made any progress at all towards delivering this	44	20	61	43	31	58	51	47	41	35	36	46	53	41	48	49	42	44	45	42
Don't know	13	6	10	5	8	12	7	6	19	22	16	10	9	11	15	9	12	15	14	11

Taking power from government and giving it to local communities

Have gone a long way towards delivering this	3	6	2	1	4	1	2	3	2	3	2	3	2	3	2	2	3	2	2	3
Have made some progress towards delivering this	30	52	19	41	43	22	28	32	29	28	28	27	38	33	28	30	32	32	30	24
Have not made any progress at all towards delivering this	47	24	65	50	33	62	58	51	42	43	45	50	46	47	46	50	44	42	49	54
Don't know	20	18	15	8	21	15	13	14	26	26	25	20	14	18	24	18	20	23	19	19

Cleaning up politics

Have gone a long way towards delivering this	2	5	1	1	4	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2
Have made some progress towards delivering this	22	44	11	22	37	13	18	22	23	13	22	23	25	23	21	26	26	20	21	14
Have not made any progress at all towards delivering this	64	43	79	70	50	77	74	70	58	66	58	65	67	64	63	62	63	61	65	72
Don't know	12	8	9	7	10	9	7	6	18	20	18	10	6	11	14	9	10	17	12	12

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Being the greenest government ever																				
Have gone a long way towards delivering this	2	3	2	1	3	2	1	2	2	2	3	2	2	3	2	4	2	2	2	1
Have made some progress towards delivering this	18	35	10	19	29	13	12	20	17	18	17	15	24	19	18	17	19	19	18	21
Have not made any progress at all towards delivering this	54	33	71	70	39	65	74	58	51	49	53	57	54	58	49	56	52	51	59	54
Don't know	25	28	17	10	29	20	13	20	30	30	27	25	21	21	31	23	27	28	21	24
Getting the country out of recession																				
Have gone a long way towards delivering this	2	5	1	3	4	1	3	2	3	3	3	3	2	3	2	4	2	2	3	2
Have made some progress towards delivering this	32	67	9	47	55	13	26	34	30	33	34	30	32	37	26	32	39	30	27	26
Have not made any progress at all towards delivering this	57	25	84	45	37	80	67	59	55	46	50	60	63	53	61	57	51	58	62	63
Don't know	9	3	6	4	5	6	4	5	12	18	13	7	3	7	11	6	8	11	9	9
Modernising schools and education																				
Have gone a long way towards delivering this	5	12	2	4	9	2	3	6	3	3	4	5	6	6	3	4	6	3	6	4
Have made some progress towards delivering this	31	55	16	34	48	16	26	32	30	29	26	28	39	35	25	31	34	28	27	34
Have not made any progress at all towards delivering this	48	19	72	56	28	71	61	50	46	46	45	52	47	45	53	48	43	49	54	47
Don't know	16	14	11	6	15	11	10	12	21	21	26	15	8	14	20	17	17	20	13	15
Ensuring people are better off working than on benefits																				
Have gone a long way towards delivering this	4	9	2	5	6	2	4	5	3	5	5	4	3	4	4	4	4	4	5	4
Have made some progress towards delivering this	33	55	22	38	45	25	30	35	30	34	30	32	35	37	26	40	34	29	31	30
Have not made any progress at all towards delivering this	52	30	68	52	39	66	60	53	51	42	50	55	54	49	56	47	51	52	53	57
Don't know	11	6	8	6	9	8	6	7	15	19	16	9	7	10	14	9	11	14	11	10

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

Sep 27-29 2005 Sep 30 - Oct 1

People often see political parties as being close, or not close, to various sections of society. How close do you see the Conservatives being to each of these kinds of people?

Working-class people

Very close	2	1	2	1	0	2	0	0	2	1	3	2	1	0	2	0	4	2	0	0	1
Fairly close	12	13	36	3	11	28	4	7	14	12	16	15	13	12	14	13	14	16	13	11	10
TOTAL CLOSE	14	14	38	4	11	30	4	7	16	13	19	17	14	12	16	13	18	18	13	11	11
Not very close	29	31	45	18	45	41	22	28	31	31	16	39	30	33	34	29	31	35	31	28	31
Not at all close	50	47	12	74	40	23	71	62	49	45	47	34	52	52	45	50	46	40	47	55	48
TOTAL NOT CLOSE	79	78	57	92	85	64	93	90	80	76	63	73	82	85	79	79	77	75	78	83	79
Don't know	7	7	4	3	3	6	3	3	4	10	18	10	4	3	6	8	5	7	8	6	10

Women

Very close	2	2	4	1	0	3	1	0	2	1	2	2	1	2	2	1	2	3	1	0	2
Fairly close	29	24	54	9	20	42	10	18	29	19	21	28	22	26	29	18	27	27	22	23	20
TOTAL CLOSE	31	26	58	10	20	45	11	18	31	20	23	30	23	28	31	19	29	30	23	23	22
Not very close	41	37	30	39	57	32	43	44	38	36	30	33	40	40	37	37	34	37	36	37	45
Not at all close	17	22	3	41	13	8	36	29	19	25	22	19	25	21	19	26	27	18	23	26	19
TOTAL NOT CLOSE	58	59	33	80	70	40	79	73	57	61	52	52	65	61	56	63	61	55	59	63	64
Don't know	11	15	10	9	9	14	10	9	11	18	25	18	12	11	13	18	11	16	18	14	14

The rich

Very close	63	62	39	82	57	45	80	73	66	58	58	57	63	65	63	60	60	61	59	64	66
Fairly close	28	26	52	10	29	45	13	20	26	26	17	26	28	27	27	24	28	27	29	24	16
TOTAL CLOSE	91	88	91	92	86	90	93	93	92	84	75	83	91	92	90	84	88	88	88	88	82
Not very close	3	4	3	3	8	4	3	4	3	4	4	6	3	3	3	5	5	4	2	2	9
Not at all close	1	2	1	2	3	1	1	0	2	2	4	2	2	1	1	3	3	1	2	3	1
TOTAL NOT CLOSE	4	6	4	5	11	5	4	4	5	6	8	8	5	4	4	8	8	5	4	5	10
Don't know	6	7	4	3	3	6	3	3	3	10	17	9	4	3	6	8	4	7	8	6	8

City-dwellers

Very close	4	14	13	19	10	13	20	14	13	14	13	16	14	13	13	14	11	14	13	16	14
Fairly close	27	44	63	35	54	57	36	48	47	41	49	45	42	44	48	38	45	47	45	39	44
TOTAL CLOSE	31	58	76	54	64	70	56	62	60	55	62	61	56	57	61	52	56	61	58	55	58
Not very close	35	22	16	25	24	17	23	26	24	19	15	17	23	27	22	22	26	22	18	24	20
Not at all close	24	7	1	12	4	3	11	4	7	7	5	5	10	5	5	9	8	6	9	8	2
TOTAL NOT CLOSE	59	29	17	37	28	20	34	30	31	26	20	22	33	32	27	31	34	28	27	32	22
Don't know	10	13	6	9	8	10	10	8	8	18	19	17	11	11	11	17	10	12	15	13	21

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Gay people																					
Very close	3	4	4	3	2	6	2	2	6	3	3	1	3	9	4	4	4	6	2	3	4
Fairly close	13	21	37	13	20	34	13	14	23	20	10	19	22	28	23	19	20	26	19	19	20
TOTAL CLOSE	16	25	41	16	22	40	15	16	29	23	13	20	25	37	27	23	24	32	21	22	24
Not very close	27	31	34	31	45	30	30	39	35	28	37	36	30	26	35	26	34	32	29	32	31
Not at all close	38	20	6	36	17	7	34	27	18	21	24	20	25	12	19	21	22	16	22	23	18
TOTAL NOT CLOSE	65	51	40	67	62	37	64	66	53	49	61	56	55	38	54	47	56	48	51	53	49
Don't know	19	23	19	17	17	23	21	17	18	28	27	24	20	25	19	30	20	21	28	23	26
The poor																					
Very close	1	1	2	1	1	1	0	0	1	1	3	1	1	1	1	1	3	1	1	0	0
Fairly close	8	8	20	3	2	16	3	3	8	7	7	8	9	7	9	6	10	10	6	7	7
TOTAL CLOSE	9	9	22	4	3	17	3	3	9	8	10	9	10	8	10	7	13	11	7	7	7
Not very close	24	30	53	14	45	45	17	28	31	29	25	36	28	30	32	28	30	35	28	26	28
Not at all close	57	53	20	80	49	30	77	66	55	52	49	43	59	58	51	56	53	46	55	61	57
TOTAL NOT CLOSE	81	83	73	94	94	75	94	86	86	81	74	79	87	88	83	84	83	81	83	87	85
Don't know	9	8	6	3	4	8	3	3	4	11	17	12	4	4	7	9	4	8	10	7	8
Members of ethnic minorities																					
Very close	3	4	4	5	2	4	5	2	5	4	6	2	6	4	4	5	5	4	2	4	11
Fairly close	15	21	36	12	12	33	15	11	20	21	10	19	21	27	20	21	17	23	22	20	16
TOTAL CLOSE	18	25	40	17	14	37	20	13	25	25	16	21	27	31	24	26	22	27	24	24	27
Not very close	31	36	45	31	54	38	33	44	40	32	36	38	35	37	40	32	37	37	35	35	39
Not at all close	41	25	6	43	25	11	37	36	26	24	29	26	28	18	25	24	31	22	23	27	22
TOTAL NOT CLOSE	72	61	51	74	79	49	70	80	66	56	65	64	63	55	65	56	68	59	58	62	61
Don't know	11	14	10	9	7	14	10	7	8	19	19	15	11	14	10	18	10	13	18	14	11
Trade union members																					
Very close	2	1	0	1	0	1	1	0	2	0	1	2	1	0	1	1	1	2	1	0	0
Fairly close	8	8	14	5	12	12	5	7	7	9	19	9	5	6	7	10	9	6	13	7	5
TOTAL CLOSE	10	9	14	6	12	13	6	7	9	9	20	11	6	6	8	11	10	8	14	7	5
Not very close	22	28	41	19	31	38	17	25	28	29	17	29	30	31	30	26	26	34	26	23	33
Not at all close	54	51	37	69	52	38	71	63	58	45	42	43	57	56	53	49	57	46	48	59	49
TOTAL NOT CLOSE	76	79	78	88	83	76	88	88	86	74	59	72	87	87	83	75	83	80	74	82	82
Don't know	14	11	8	5	5	10	7	5	5	17	21	16	7	8	8	15	7	12	13	10	12
People who live in the country																					
Very close	23	9	13	8	10	10	9	11	12	6	9	11	10	7	12	6	10	8	9	9	12
Fairly close	45	35	52	32	36	44	31	36	39	32	36	38	36	33	40	29	44	36	30	36	31
TOTAL CLOSE	68	44	65	40	46	54	40	47	51	38	45	49	46	40	52	35	54	44	39	45	43
Not very close	17	27	23	29	37	25	27	32	26	28	25	25	25	33	26	30	23	29	29	27	25
Not at all close	9	17	6	24	11	12	24	16	15	18	12	11	21	18	13	22	15	15	19	17	19
TOTAL NOT CLOSE	26	44	29	53	48	37	51	48	41	46	37	36	46	51	39	52	38	44	48	44	44
Don't know	7	12	6	7	5	9	9	6	7	16	19	16	8	9	10	14	8	12	13	12	13

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Old people																				
Very close	6	2	4	2	3	2	2	3	4	1	6	4	1	1	3	1	2	3	1	3
Fairly close	26	18	41	7	24	31	9	15	22	15	22	22	17	14	23	12	22	20	17	14
TOTAL CLOSE	32	20	45	9	27	33	11	18	26	16	28	26	18	15	26	13	24	23	18	17
Not very close	28	36	41	29	48	39	32	41	39	34	28	39	38	35	37	36	37	38	36	35
Not at all close	32	34	8	56	22	19	52	36	31	37	26	19	36	47	29	39	34	29	34	39
TOTAL NOT CLOSE	60	70	49	85	70	58	84	77	70	71	54	58	74	82	66	75	71	67	70	74
Don't know	8	9	6	5	4	8	6	5	6	13	19	15	7	3	8	12	5	9	13	9
Professional and business people																				
Very close	44	33	30	38	28	31	39	33	34	33	29	32	35	35	31	36	33	34	28	34
Fairly close	43	46	59	42	56	51	43	48	50	42	45	42	47	48	50	40	41	47	52	44
TOTAL CLOSE	87	79	89	80	84	82	82	81	84	75	74	74	82	83	81	76	74	81	80	78
Not very close	6	10	6	11	11	10	10	11	10	11	6	11	10	11	10	11	16	10	8	11
Not at all close	1	3	0	4	3	1	4	3	2	3	2	4	4	1	2	4	5	2	2	4
TOTAL NOT CLOSE	7	13	6	15	14	11	14	14	12	14	8	15	14	12	12	15	21	12	10	15
Don't know	6	8	4	4	3	6	4	4	4	12	18	11	5	4	6	10	5	8	10	7
People like yourself																				
Very close	5	3	8	1	0	6	1	1	4	2	2	4	2	3	4	1	2	4	3	2
Fairly close	21	20	52	4	23	40	5	11	20	20	13	20	22	19	24	14	25	24	14	17
TOTAL CLOSE	26	23	60	5	23	46	6	12	24	22	15	24	24	22	28	15	27	28	17	19
Not very close	26	33	29	26	50	33	28	45	35	31	37	35	30	34	35	31	30	35	37	28
Not at all close	42	37	4	65	23	14	63	40	38	36	30	30	42	40	31	45	38	28	38	47
TOTAL NOT CLOSE	68	70	33	91	73	47	91	85	73	67	67	65	72	74	66	76	68	63	75	75
Don't know	6	8	6	3	4	7	3	3	4	11	19	11	4	4	7	9	4	9	9	6

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	43	106
Male 25 to 39	193	219
Male 40 to 59	315	289
Male 60 +	251	217
Female 18 to 24	81	101
Female 25 to 39	270	217
Female 40 to 59	343	296
Female 60 +	214	265
Region		
North England	385	421
Midlands	266	280
East England	176	164
London	336	219
South England	369	392
Wales	70	86
Scotland	108	149
Social Grade		
AB	625	479
C1	536	496
C2	229	359
DE	320	376
Newspaper Type		
Express / Mail	324	274
Sun / Star	158	402
Mirror / Record	89	171
Guardian / Independent	118	77
FT / Times / Telegraph	129	162
Other Paper	265	197
No Paper	627	428
Political Party Identification		
Labour	551	556
Conservative	470	487
Liberal Democrat	157	205
SNP/Plaid Cymru	29	29
Others	90	22
None/ DK	413	410

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