

YouGov / The Sun Survey Results

Sample Size: 1899 GB Adults
Fieldwork: 5th - 6th December 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	1899	481	627	150	572	465	440	923	976	230	484	649	536	1082	817	243	617	406	467	165
Unweighted Sample	1899	462	612	110	589	455	428	902	997	151	457	726	565	1248	651	251	618	410	485	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	78	3	12	32	32	34	33	28	35	36	26	34	41	32	26	12
Lab	42	0	100	0	6	92	36	41	42	42	42	49	33	38	46	41	32	42	53	44
Lib Dem	10	0	0	100	1	0	36	9	11	6	13	8	10	11	8	9	12	9	7	14
Other	17	0	0	0	16	5	16	17	16	17	12	16	21	15	19	16	15	17	14	30

Other Parties Voting Intention

UKIP	9	0	0	0	15	2	6	10	9	5	5	9	15	7	12	12	11	10	9	1
SNP / PCY	3	0	0	0	0	1	2	3	3	3	2	3	4	4	2	0	0	2	0	28
Green	2	0	0	0	0	1	6	3	2	4	3	2	1	2	3	3	2	1	3	1
BNP	1	0	0	0	0	1	1	1	1	2	1	0	0	1	1	0	0	2	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	1	2	2	1	3	1	1	1	1	1	1	1	2	1	0

Non Voters

Would Not Vote	7	0	0	0	2	3	4	7	8	14	10	7	2	6	9	5	8	6	9	6
Don't know	13	0	0	0	14	7	17	9	17	18	13	11	15	12	15	13	15	14	13	10

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

		Dec 4-5	Dec 5-6																		
Approve	27	26	71	3	38	55	4	22	29	23	26	26	24	29	31	20	29	30	26	23	16
Disapprove	59	58	12	92	39	29	88	63	60	55	51	54	62	58	55	61	54	53	56	63	70
Don't know	15	16	17	5	23	17	8	15	11	21	23	19	14	13	14	19	18	17	18	14	14

Fieldwork: 5th - 6th December 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	1899	481	627	150	572	465	440	923	976	230	484	649	536	1082	817	243	617	406	467	165
Unweighted Sample	1899	462	612	110	589	455	428	902	997	151	457	726	565	1248	651	251	618	410	485	135
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Nov 21-22

Dec 5-6

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	26	26	81	2	3	65	4	7	28	24	25	25	23	30	28	22	33	33	20	22	12
Applies most to Labour	30	29	2	75	7	4	69	26	31	27	32	29	31	25	29	29	28	21	31	36	33
Applies most to the Liberal Democrats	11	12	3	5	79	2	3	41	12	12	11	14	12	11	13	11	12	12	14	9	15
Applies to none of them	22	21	9	14	5	21	17	16	21	22	19	16	23	25	20	23	16	19	24	21	33
Don't know	12	12	6	4	6	8	7	10	8	16	14	17	10	9	10	15	11	15	10	12	7

It is led by people of real ability

Applies most to the Conservatives	19	20	59	3	15	44	3	13	22	18	21	16	18	24	21	17	19	21	22	17	14
Applies most to Labour	15	16	1	43	9	2	42	13	17	15	18	18	16	15	15	18	17	12	17	21	17
Applies most to the Liberal Democrats	4	3	2	2	20	1	1	8	4	2	4	4	3	3	3	3	3	3	4	3	2
Applies to none of them	45	44	25	40	39	40	39	53	45	43	37	40	47	47	47	40	44	45	43	40	49
Don't know	17	17	12	12	16	12	15	14	12	22	21	22	16	12	14	22	17	18	14	18	18

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	45	44	81	29	39	69	28	43	44	44	39	40	46	49	47	41	40	46	46	43	43
Applies most to Labour	10	12	2	32	3	2	31	7	13	12	18	12	12	11	12	13	12	9	13	16	14
Applies most to the Liberal Democrats	4	4	1	2	34	1	2	10	5	3	4	5	4	4	5	4	7	4	3	3	6
Applies to none of them	25	25	11	26	21	20	26	28	28	23	25	24	26	27	26	25	23	26	26	24	29
Don't know	15	14	5	11	2	7	13	12	10	17	14	21	12	9	10	18	18	15	12	13	9

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

Applies most to the Conservatives	25	24	6	41	27	13	40	24	23	26	14	21	26	30	21	28	22	23	23	28	25
Applies most to Labour	23	25	49	9	40	42	10	24	28	22	25	26	24	25	27	22	27	27	24	22	23
Applies most to the Liberal Democrats	29	28	28	39	12	25	35	32	29	28	32	26	29	28	31	24	31	24	29	30	35
Applies to none of them	8	8	6	5	11	7	7	10	9	8	14	9	7	7	8	8	7	10	9	7	7
Don't know	15	14	11	6	11	12	9	10	11	17	14	19	14	10	12	17	14	16	14	13	10

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	60	118
Male 25 to 39	207	243
Male 40 to 59	353	321
Male 60 +	282	241
Female 18 to 24	91	112
Female 25 to 39	250	241
Female 40 to 59	373	329
Female 60 +	283	294
Region		
North England	485	467
Midlands	315	311
East England	190	182
London	251	243
South England	428	435
Wales	95	95
Scotland	135	165
Social Grade		
AB	690	532
C1	558	551
C2	256	399
DE	395	418
Newspaper Type		
Express / Mail	367	304
Sun / Star	186	446
Mirror / Record	108	190
Guardian / Independent	125	85
FT / Times / Telegraph	132	180
Other Paper	264	218
No Paper	717	475
Political Party Identification		
Labour	592	617
Conservative	534	541
Liberal Democrat	140	228
SNP/Plaid Cymru	41	32
Others	131	25
None/ DK	461	456

YouGov is a member of the British Polling Council and abides by its rules.
<http://today.yougov.co.uk>