

YouGov / The Sun Survey Results

Sample Size: 1644 GB Adults
Fieldwork: 8th - 9th February 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	1644	476	511	115	525	401	364	799	845	199	419	562	464	937	707	210	534	352	404	143	
Unweighted Sample	1644	465	468	118	511	383	398	766	878	89	467	650	438	1080	564	195	557	320	410	162	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	38	100	0	0	87	5	13	37	39	24	32	36	52	41	35	38	46	39	34	21
Lab	41	0	100	0	7	91	39	40	42	48	46	48	27	38	47	44	35	43	48	39
Lib Dem	9	0	0	100	0	1	37	9	9	19	10	5	9	11	7	9	9	10	12	2
Other	11	0	0	0	5	3	12	14	9	8	12	11	12	11	12	8	10	9	6	38

Other Parties Voting Intention

SNP / PCY	4	0	0	0	0	1	2	4	3	4	4	3	3	4	3	0	0	2	0	34
UKIP	4	0	0	0	4	1	5	6	3	1	2	5	7	3	6	4	5	4	4	2
Green	2	0	0	0	0	1	5	2	2	3	4	2	1	2	2	2	3	2	1	1
BNP	1	0	0	0	1	0	0	1	0	0	1	1	0	1	1	1	1	1	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Other	0	0	0	0	0	0	0	1	0	0	1	0	0	1	0	1	1	0	0	0

Non Voters

Would Not Vote	8	0	0	0	3	2	8	8	9	17	10	8	4	8	10	10	7	10	8	9
Don't know	16	0	0	0	13	10	24	13	19	12	21	16	14	13	20	17	16	15	17	14

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

		Feb 7-8	Feb 8-9																		
Approve	33	32	82	4	38	63	9	20	34	29	23	29	31	39	35	27	32	37	29	29	25
Disapprove	52	52	10	90	43	24	80	62	54	51	53	50	57	49	52	52	51	47	56	55	57
Don't know	15	16	8	7	19	12	11	17	12	19	25	21	12	12	13	20	17	16	15	16	18

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	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 1644	476	511	115	525	401	364	799	845	199	419	562	464	937	707	210	534	352	404	143	
Unweighted Sample	465	468	118	511	383	398	766	878	89	467	650	438	1080	564	195	557	320	410	162	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Jan 25-26
Feb 8-9

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?

It seems rather old and tired

Applies most to the Conservatives	26	28	3	56	23	8	49	33	32	24	33	35	29	17	28	28	36	24	28	26	34
Applies most to Labour	38	34	64	6	52	57	10	32	36	31	27	26	32	45	36	30	32	38	34	29	31
Applies most to the Liberal Democrats	12	12	14	15	2	15	16	5	11	12	8	6	12	17	11	12	12	12	10	11	11
Applies to none of them	10	11	11	12	13	10	13	15	9	13	13	10	11	12	13	9	8	10	10	16	7
Don't know	15	16	8	11	10	10	13	14	12	20	18	23	16	9	13	20	11	15	17	18	17

Even if I don't always agree with it, at least its heart is in the right place

Applies most to the Conservatives	23	26	66	4	15	58	6	10	26	25	18	16	25	39	25	26	24	30	25	24	21
Applies most to Labour	30	30	3	74	16	7	66	29	32	28	37	26	34	25	30	30	28	27	26	35	35
Applies most to the Liberal Democrats	17	15	15	5	56	12	5	29	15	15	18	17	12	14	19	10	18	18	13	12	10
Applies to none of them	19	18	11	10	8	16	11	23	18	18	12	21	19	15	17	18	20	13	23	16	22
Don't know	12	12	4	7	6	6	11	10	9	15	16	19	10	7	8	16	9	11	13	13	13

It seems to have succeeded in moving on and left its past behind it

Applies most to the Conservatives	24	22	54	3	18	45	7	14	23	20	17	20	19	28	24	18	23	25	20	18	19
Applies most to Labour	16	17	3	40	13	6	34	18	19	15	19	14	18	17	18	15	17	17	17	19	13
Applies most to the Liberal Democrats	8	7	6	5	18	5	6	10	8	6	10	5	7	6	6	7	5	6	6	7	11
Applies to none of them	38	40	28	40	43	34	39	46	40	39	36	39	42	38	40	39	41	37	40	39	44
Don't know	15	15	8	12	8	11	14	12	10	20	17	23	13	11	12	20	14	15	16	17	13

It seems to appeal to one section of society rather than to the whole country

Applies most to the Conservatives	46	47	16	77	56	20	76	59	49	45	41	48	53	42	47	46	41	44	48	49	57
Applies most to Labour	24	22	47	7	24	42	6	17	22	21	20	17	20	30	25	17	26	23	23	19	16
Applies most to the Liberal Democrats	10	10	19	6	2	19	5	5	11	9	8	8	10	13	9	11	13	11	9	8	7
Applies to none of them	7	8	10	4	9	8	5	9	9	8	19	7	7	8	9	7	9	9	7	8	10
Don't know	13	13	9	6	8	10	8	10	9	17	12	21	12	8	10	18	11	12	14	16	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	43	109
Male 25 to 39	188	226
Male 40 to 59	351	298
Male 60 +	271	224
Female 18 to 24	54	104
Female 25 to 39	273	224
Female 40 to 59	354	305
Female 60 +	229	273
Region		
North England	413	434
Midlands	281	289
East England	184	169
London	187	226
South England	442	404
Wales	86	88
Scotland	170	153
Social Grade		
AB	636	494
C1	511	511
C2	245	370
DE	371	388
Newspaper Type		
Express / Mail	362	282
Sun / Star	183	414
Mirror / Record	98	176
Guardian / Independent	85	79
FT / Times / Telegraph	121	167
Other Paper	250	203
No Paper	664	441
Political Party Identification		
Labour	525	573
Conservative	497	502
Liberal Democrat	213	212
SNP/Plaid Cymru	38	30
Others	68	23
None/ DK	422	423

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