

YouGov / The Sun Survey Results

Sample Size: 1744 GB Adults

Fieldwork: 14th - 15th December 2011

	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	1744	551	539	132	542	444	395	848	896	211	445	596	492	994	750	223	567	373	429	152	
Unweighted Sample	1744	542	513	123	556	438	390	835	909	109	457	699	479	1196	548	225	549	349	432	189	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	41	100	0	0	92	6	15	41	41	37	36	35	53	44	37	46	51	41	32	21
Lab	40	0	100	0	3	91	36	40	39	36	45	45	31	36	45	38	30	42	52	42
Lib Dem	10	0	0	100	1	1	41	8	12	17	12	9	6	11	8	10	12	9	8	9
Other	10	0	0	0	4	3	8	11	8	9	8	11	10	9	10	6	8	8	8	28

Other Parties Voting Intention

UKIP	4	0	0	0	3	0	3	5	2	4	1	4	5	3	5	2	4	5	5	2
SNP / PCY	3	0	0	0	0	1	1	3	2	1	2	4	2	3	2	0	0	1	0	24
Green	2	0	0	0	0	0	3	2	2	1	4	1	1	2	1	1	3	1	2	1
BNP	1	0	0	0	0	0	0	1	0	2	0	1	1	1	0	0	0	1	1	2
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	1	1	1	1	0	1	1	1	1	3	1	0	0	0

Non Voters

Would Not Vote	8	0	0	0	2	4	5	6	9	17	10	7	2	8	8	11	6	6	10	7
Don't know	15	0	0	0	9	11	24	10	19	12	19	14	13	14	16	17	15	16	14	11

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

	Dec 13-14	Dec 14-15	Voting intention		2010 Vote			Gender		Age				Social grade		Region					
Approve	34	34	85	4	29	73	8	21	36	32	28	30	30	45	35	32	36	42	34	25	26
Disapprove	52	51	6	92	41	14	84	57	51	50	48	52	56	44	50	52	48	44	46	62	62
Don't know	14	15	9	5	30	13	9	22	12	18	24	17	14	11	15	16	16	14	20	13	12

Fieldwork: 14th - 15th December 2011

	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	1744	551	539	132	542	444	395	848	896	211	445	596	492	994	750	223	567	373	429	152
Unweighted Sample	1744	542	513	123	556	438	390	835	909	109	457	699	479	1196	548	225	549	349	432	189
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Nov 30 - Dec 1
Dec 14-15

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	29	31	82	3	3	74	6	9	33	29	22	24	28	45	33	28	32	37	32	24	24
Applies most to Labour	27	27	2	77	8	3	65	23	30	24	23	29	31	23	27	28	27	18	32	34	31
Applies most to the Liberal Democrats	11	11	4	3	72	4	3	34	10	11	13	13	9	9	13	7	10	14	9	8	12
Applies to none of them	21	20	8	12	6	12	15	24	20	20	24	18	21	18	19	20	16	20	14	25	23
Don't know	13	12	4	6	11	7	10	11	8	16	19	16	12	5	8	17	16	11	14	10	10

It is led by people of real ability

Applies most to the Conservatives	22	27	72	2	11	65	6	10	29	25	22	23	24	37	29	25	29	32	28	23	18
Applies most to Labour	17	16	1	47	5	1	42	9	17	15	14	16	18	14	15	17	16	10	20	19	20
Applies most to the Liberal Democrats	4	3	1	1	32	1	1	12	4	3	5	4	3	2	4	2	4	3	4	3	2
Applies to none of them	42	38	19	39	35	23	37	54	40	36	40	35	39	38	40	36	32	41	32	40	44
Don't know	15	16	7	11	17	10	13	16	10	20	19	22	16	8	12	20	19	14	17	15	16

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	52	53	90	34	41	85	33	42	57	49	49	48	50	62	56	49	50	58	53	51	43
Applies most to Labour	10	11	1	32	4	1	30	9	13	10	11	12	12	11	12	11	15	8	11	13	13
Applies most to the Liberal Democrats	5	3	1	1	33	1	2	10	3	4	5	4	4	2	4	3	2	3	5	3	3
Applies to none of them	19	20	7	24	13	8	24	25	21	20	18	18	22	20	20	21	19	19	16	22	28
Don't know	13	12	2	10	10	5	11	14	7	17	16	19	12	5	9	16	14	11	14	11	13

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

Applies most to the Conservatives	20	19	4	39	18	7	33	22	19	18	8	18	22	20	17	21	17	18	17	21	23
Applies most to Labour	26	28	55	5	45	52	9	26	31	25	30	25	26	32	30	25	31	31	29	23	22
Applies most to the Liberal Democrats	30	31	30	45	11	28	42	27	33	29	34	31	31	30	32	29	27	31	29	33	34
Applies to none of them	8	9	5	4	13	5	7	10	8	9	8	10	7	10	8	9	8	7	9	11	8
Don't know	15	14	6	6	13	8	10	15	9	19	20	17	15	8	12	17	17	13	15	12	14

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	49	108
Male 25 to 39	203	223
Male 40 to 59	353	295
Male 60 +	230	221
Female 18 to 24	60	103
Female 25 to 39	254	221
Female 40 to 59	346	302
Female 60 +	249	270
Region		
North England	432	429
Midlands	260	286
East England	151	167
London	225	223
South England	398	399
Wales	89	87
Scotland	189	152
Social Grade		
AB	657	488
C1	539	506
C2	256	366
DE	292	384
Newspaper Type		
Express / Mail	391	279
Sun / Star	176	410
Mirror / Record	114	174
Guardian / Independent	98	78
FT / Times / Telegraph	126	166
Other Paper	222	201
No Paper	617	436
Political Party Identification		
Labour	543	567
Conservative	500	497
Liberal Democrat	199	209
SNP/Plaid Cymru	37	30
Others	82	23
None/ DK	383	419

YouGov is a member of the British Polling Council and abides by its rules.

<http://today.yougov.co.uk>