

# YouGov / The Sun Survey Results

Sample Size: 1923 GB Adults  
Fieldwork: 19th - 20th 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	
<b>Weighted Sample</b>	<b>1923</b>	<b>492</b>	<b>617</b>	<b>167</b>	<b>627</b>	<b>494</b>	<b>383</b>	<b>935</b>	<b>988</b>	<b>233</b>	<b>490</b>	<b>658</b>	<b>542</b>	<b>1096</b>	<b>827</b>	<b>245</b>	<b>625</b>	<b>412</b>	<b>474</b>	<b>167</b>
<b>Unweighted Sample</b>	<b>1923</b>	<b>452</b>	<b>652</b>	<b>134</b>	<b>583</b>	<b>520</b>	<b>412</b>	<b>969</b>	<b>954</b>	<b>152</b>	<b>478</b>	<b>767</b>	<b>526</b>	<b>1267</b>	<b>656</b>	<b>295</b>	<b>638</b>	<b>402</b>	<b>462</b>	<b>126</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>33</b>	100	0	0	72	5	9	34	31	28	34	30	37	36	28	30	43	34	25	18
Lab	<b>41</b>	0	100	0	6	90	35	40	42	43	46	45	31	38	45	40	28	40	56	49
Lib Dem	<b>11</b>	0	0	100	3	2	38	11	12	18	11	10	10	12	9	17	14	6	8	10
Other	<b>16</b>	0	0	0	19	4	18	16	15	11	10	15	23	14	18	12	15	21	11	22

## Other Parties Voting Intention

UKIP	<b>10</b>	0	0	0	17	1	9	11	9	5	5	9	18	9	12	8	11	14	8	6
SNP / PCY	<b>3</b>	0	0	0	1	2	2	3	3	4	3	2	3	3	3	1	1	4	0	16
Green	<b>2</b>	0	0	0	0	0	7	1	2	2	2	2	2	2	2	2	2	2	1	0
BNP	<b>1</b>	0	0	0	1	0	0	0	1	0	1	1	0	0	1	0	0	0	2	1
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>0</b>	0	0	0	1	0	0	0	1	0	0	1	0	0	1	2	0	0	0	0

## Non Voters

Would Not Vote	<b>7</b>	0	0	0	3	3	3	7	7	9	9	7	4	5	9	6	7	8	7	3
Don't know	<b>14</b>	0	0	0	11	6	22	11	18	14	15	14	15	14	16	16	16	16	12	11

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

	Dec 18-19	Dec 19-20	Voting intention		2010 Vote			Gender		Age				Social grade		Region					
Approve	24	<b>27</b>	73	5	36	47	10	23	30	24	29	27	27	26	30	23	28	30	26	25	18
Disapprove	60	<b>57</b>	15	88	41	38	84	60	58	57	47	51	62	63	56	59	53	50	61	61	71
Don't know	16	<b>16</b>	12	6	22	14	7	17	12	19	25	22	12	11	14	18	19	19	13	13	12

Fieldwork: 19th - 20th 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	
<b>Weighted Sample</b> 1923	492	617	167	627	494	383	935	988	233	490	658	542	1096	827	245	625	412	474	167	
<b>Unweighted Sample</b> 1923	452	652	134	583	520	412	969	954	152	478	767	526	1267	656	295	638	402	462	126	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Dec 5-6	Dec 19-20																			
<b>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?</b>																					
<b>The kind of society it wants is broadly the kind of society I want</b>																					
Applies most to the Conservatives	26	<b>26</b>	79	2	5	60	5	6	30	23	20	24	25	31	29	21	22	32	27	23	17
Applies most to Labour	29	<b>30</b>	2	77	12	5	69	26	32	28	31	33	33	22	30	29	30	20	30	39	39
Applies most to the Liberal Democrats	12	<b>11</b>	4	4	72	5	3	35	11	12	16	11	12	9	13	10	14	13	9	9	13
Applies to none of them	21	<b>21</b>	8	12	7	22	14	19	19	22	15	14	21	29	19	23	21	19	24	19	23
Don't know	12	<b>13</b>	6	5	4	7	9	14	9	16	19	18	9	10	9	17	13	16	11	11	8
<b>It is led by people of real ability</b>																					
Applies most to the Conservatives	20	<b>20</b>	65	2	9	47	4	10	23	18	20	19	20	22	22	18	18	26	19	17	14
Applies most to Labour	16	<b>18</b>	0	49	10	2	45	16	20	16	19	19	17	16	16	20	15	11	18	24	26
Applies most to the Liberal Democrats	3	<b>5</b>	1	2	40	2	2	11	6	4	10	8	3	2	5	4	9	6	3	3	7
Applies to none of them	44	<b>42</b>	26	38	35	40	39	48	41	42	30	35	47	47	43	40	42	39	47	41	40
Don't know	17	<b>15</b>	8	9	7	10	11	16	11	20	21	19	12	13	14	18	16	17	13	15	13
<b>Its leaders are prepared to take tough and unpopular decisions</b>																					
Applies most to the Conservatives	44	<b>44</b>	83	33	30	65	33	34	45	42	37	44	46	44	46	40	43	46	43	44	36
Applies most to Labour	12	<b>12</b>	2	29	12	3	27	9	14	11	10	13	13	11	12	12	12	9	14	14	15
Applies most to the Liberal Democrats	4	<b>5</b>	3	2	36	3	3	11	6	4	11	6	4	4	6	5	7	6	3	5	10
Applies to none of them	25	<b>24</b>	9	24	17	22	25	28	24	25	21	17	26	30	24	25	22	24	27	24	27
Don't know	14	<b>14</b>	3	11	5	7	11	17	10	18	20	20	10	11	11	18	15	16	14	13	12
<b>It seems to chop and change all the time: you can never be quite sure what it stands for</b>																					
Applies most to the Conservatives	24	<b>26</b>	12	40	28	20	37	27	28	24	15	24	27	32	26	26	25	24	28	27	29
Applies most to Labour	25	<b>23</b>	47	8	41	39	7	26	27	20	14	21	25	26	24	22	22	26	20	26	15
Applies most to the Liberal Democrats	28	<b>28</b>	29	41	12	24	40	23	27	29	45	28	26	22	30	25	25	26	30	28	37
Applies to none of them	8	<b>8</b>	5	4	8	8	5	7	8	7	7	8	8	7	7	8	11	7	9	5	10
Don't know	14	<b>15</b>	7	8	11	10	11	17	10	20	20	18	14	13	12	19	17	18	14	14	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.
<b>Age and Gender</b>			
	Male 18 to 24	<b>69</b>	<b>119</b>
	Male 25 to 39	<b>203</b>	<b>246</b>
	Male 40 to 59	<b>388</b>	<b>325</b>
	Male 60 +	<b>309</b>	<b>244</b>
	Female 18 to 24	<b>83</b>	<b>113</b>
	Female 25 to 39	<b>275</b>	<b>244</b>
	Female 40 to 59	<b>379</b>	<b>333</b>
	Female 60 +	<b>217</b>	<b>298</b>
<b>Region</b>			
	North England	<b>462</b>	<b>474</b>
	Midlands	<b>271</b>	<b>315</b>
	East England	<b>175</b>	<b>185</b>
	London	<b>295</b>	<b>245</b>
	South England	<b>463</b>	<b>440</b>
	Wales	<b>131</b>	<b>96</b>
	Scotland	<b>126</b>	<b>167</b>
<b>Social Grade</b>			
	AB	<b>745</b>	<b>538</b>
	C1	<b>522</b>	<b>558</b>
	C2	<b>270</b>	<b>404</b>
	DE	<b>386</b>	<b>423</b>
<b>Newspaper Type</b>			
	Express / Mail	<b>349</b>	<b>308</b>
	Sun / Star	<b>166</b>	<b>452</b>
	Mirror / Record	<b>123</b>	<b>192</b>
	Guardian / Independent	<b>155</b>	<b>87</b>
	FT / Times / Telegraph	<b>147</b>	<b>183</b>
	Other Paper	<b>267</b>	<b>221</b>
	No Paper	<b>716</b>	<b>481</b>
<b>Political Party Identification</b>			
	Labour	<b>669</b>	<b>625</b>
	Conservative	<b>518</b>	<b>548</b>
	Liberal Democrat	<b>174</b>	<b>231</b>
	SNP/Plaid Cymru	<b>30</b>	<b>33</b>
	Others	<b>106</b>	<b>25</b>
	None/ DK	<b>426</b>	<b>462</b>

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