

YouGov / The Sun Survey Results

Sample Size: 1761 GB Adults
Fieldwork: 11th - 12th January 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	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	1761	569	549	117	546	434	423	856	905	212	449	604	497	998	753	224	574	378	432	153
Unweighted Sample	1761	540	522	125	550	424	421	855	906	72	500	702	487	1146	605	264	579	341	377	200
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	41	100	0	0	91	4	21	40	43	40	38	38	48	47	34	46	52	40	34	19
Lab	40	0	100	0	4	91	38	40	40	41	45	44	31	34	48	34	29	45	53	38
Lib Dem	8	0	0	100	1	1	33	9	8	11	7	8	10	9	7	11	9	7	9	5
Other	10	0	0	0	5	4	8	11	9	8	10	11	11	10	11	9	10	8	4	38

Other Parties Voting Intention

SNP / PCY	4	0	0	0	0	2	2	4	3	4	4	4	3	3	4	0	0	1	0	35
UKIP	4	0	0	0	4	1	2	5	3	0	2	4	7	4	4	4	6	4	2	1
Green	2	0	0	0	0	1	4	1	3	4	3	1	1	2	2	4	2	1	1	1
BNP	1	0	0	0	0	0	0	1	0	0	1	1	0	0	1	1	0	1	0	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	1	1	0	0

Non Voters

Would Not Vote	7	0	0	0	3	2	6	5	9	10	10	8	3	6	9	7	8	6	8	3
Don't know	15	0	0	0	9	11	18	10	19	19	16	15	11	15	14	13	18	13	14	14

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

	Jan 10-11	Jan 11-12	Voting intention		2010 Vote			Gender		Age				Social grade		Region					
			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
Approve	34	34	82	3	35	69	8	26	38	30	33	29	31	43	39	27	40	41	32	28	23
Disapprove	51	51	6	91	47	18	83	57	52	50	49	53	55	46	47	56	47	42	54	59	63
Don't know	15	15	13	6	18	13	9	17	10	20	19	18	15	12	13	17	13	18	15	13	14

Fieldwork: 11th - 12th January 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 1761	569	549	117	546	434	423	856	905	212	449	604	497	998	753	224	574	378	432	153	
Unweighted Sample	1761	540	522	125	550	424	421	855	906	72	500	702	487	1146	605	264	579	341	377	200
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Dec 21-
22 2011 Jan 11-
12 2012

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	29	27	1	55	32	4	46	35	27	26	30	32	27	19	24	31	27	18	30	32	33
Applies most to Labour	33	37	69	6	53	63	11	38	40	33	28	31	36	47	40	33	41	45	33	29	32
Applies most to the Liberal Democrats	11	13	11	17	0	13	21	5	14	11	8	9	15	15	12	13	9	13	11	17	10
Applies to none of them	11	11	13	12	7	11	12	10	11	10	17	10	9	10	12	9	9	10	14	11	8
Don't know	16	14	5	9	8	8	11	12	7	20	16	18	13	9	12	15	15	15	13	11	17

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

Applies most to the Conservatives	22	26	65	2	8	58	4	16	26	26	16	18	26	38	28	23	31	30	25	23	16
Applies most to Labour	29	31	4	78	14	6	68	31	34	28	32	34	33	25	26	37	27	22	38	37	33
Applies most to the Liberal Democrats	17	17	17	8	67	14	9	30	17	16	21	18	13	17	19	13	16	20	14	15	16
Applies to none of them	18	15	8	8	7	13	11	14	15	15	10	15	18	14	15	15	13	18	14	14	15
Don't know	14	11	6	4	4	9	8	8	7	15	21	14	10	6	12	11	13	10	10	10	19

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

Applies most to the Conservatives	23	25	57	2	15	50	7	19	26	23	27	24	22	28	28	20	30	30	25	17	16
Applies most to Labour	18	17	4	44	7	5	37	13	21	14	20	16	19	16	12	24	16	13	21	22	15
Applies most to the Liberal Democrats	7	7	8	6	26	8	5	11	8	7	9	5	7	9	8	6	8	9	5	8	4
Applies to none of them	36	37	23	40	42	27	41	43	38	36	28	36	39	39	38	35	30	35	35	42	44
Don't know	16	13	8	8	10	10	10	13	7	19	17	19	13	8	13	14	14	13	14	10	21

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

Applies most to the Conservatives	50	46	18	79	49	19	73	57	48	45	47	46	50	42	45	48	41	43	48	51	51
Applies most to Labour	19	22	44	6	30	42	7	19	25	19	17	20	20	28	24	19	24	24	25	19	12
Applies most to the Liberal Democrats	11	10	15	6	6	17	7	6	12	8	5	9	9	14	10	9	12	12	8	8	10
Applies to none of them	6	9	12	6	6	10	7	6	8	9	13	9	9	7	9	9	8	9	6	11	9
Don't know	14	13	10	4	9	11	6	13	7	18	17	17	11	9	11	15	15	12	13	11	19

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	36	106
Male 25 to 39	205	219
Male 40 to 59	342	289
Male 60 +	229	217
Female 18 to 24	57	101
Female 25 to 39	232	217
Female 40 to 59	365	296
Female 60 +	243	265
Region		
North England	399	420
Midlands	252	280
East England	141	164
London	203	219
South England	418	391
Wales	74	85
Scotland	222	149
Social Grade		
AB	613	479
C1	491	496
C2	268	359
DE	337	376
Newspaper Type		
Express / Mail	343	273
Sun / Star	213	402
Mirror / Record	130	171
Guardian / Independent	95	77
FT / Times / Telegraph	119	162
Other Paper	249	197
No Paper	560	427
Political Party Identification		
Labour	511	555
Conservative	505	487
Liberal Democrat	201	205
SNP/Plaid Cymru	39	29
Others	86	22
None/ DK	367	410

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