

YouGov / The Sun Survey Results

Sample Size: 1766 GB Adults
Fieldwork: 4th - 5th 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	1766	542	576	153	573	479	402	858	908	214	450	604	498	1007	759	226	574	378	434	154	
Unweighted Sample	1766	541	531	142	566	453	412	852	914	101	466	714	485	1137	629	217	600	350	443	156	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	39	100	0	0	90	4	14	40	37	31	36	37	47	41	35	41	49	37	30	25
Lab	41	0	100	0	4	92	34	42	41	46	47	43	33	39	44	41	29	46	54	40
Lib Dem	11	0	0	100	1	2	41	10	12	16	11	11	8	11	10	11	13	9	11	7
Other	9	0	0	0	5	2	12	8	10	7	6	10	11	8	10	7	9	8	4	28

Other Parties Voting Intention

UKIP	3	0	0	0	4	1	2	3	2	1	0	3	5	2	3	1	4	3	2	1
SNP / PCY	2	0	0	0	1	1	2	2	3	2	1	3	3	2	3	0	0	1	0	25
Green	2	0	0	0	0	0	7	2	3	4	3	2	1	2	2	4	2	3	2	1
BNP	1	0	0	0	0	0	0	1	1	1	0	1	1	1	1	1	1	0	0	1
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	0	1	1	1	0	1	1	0	1	1	2	1	1	0	0

Non Voters

Would Not Vote	6	0	0	0	2	2	5	5	6	3	8	6	4	4	7	6	5	6	8	1
Don't know	15	0	0	0	12	8	22	10	20	17	16	16	13	14	16	18	15	16	12	18

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

		Jan 3-4	Jan 4-5																		
Approve	32	33	83	5	36	67	11	25	38	29	28	34	31	39	36	30	35	40	29	29	28
Disapprove	53	52	7	89	39	20	81	58	52	53	50	45	57	53	50	55	51	42	55	60	63
Don't know	15	15	11	6	24	13	8	17	11	18	23	20	12	8	14	15	14	18	16	11	9

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	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
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Weighted Sample	1766	542	576	153	573	479	402	858	908	214	450	604	498	1007	759	226	574	378	434	154
Unweighted Sample	1766	541	531	142	566	453	412	852	914	101	466	714	485	1137	629	217	600	350	443	156
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Dec 14-15 2011
Jan 4-5 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?

The kind of society it wants is broadly the kind of society I want

Applies most to the Conservatives	31	31	85	3	9	74	6	11	34	28	26	26	28	41	34	28	30	38	30	25	26
Applies most to Labour	27	27	2	74	5	4	65	24	30	25	34	29	27	23	27	28	29	20	29	36	24
Applies most to the Liberal Democrats	11	11	4	3	68	2	3	36	12	10	14	14	11	7	13	8	10	12	11	9	13
Applies to none of them	20	18	5	13	9	13	15	18	17	20	9	15	20	22	16	21	18	17	19	19	21
Don't know	12	12	5	7	8	8	11	11	8	17	17	16	13	7	10	15	13	13	11	12	15

It is led by people of real ability

Applies most to the Conservatives	27	28	72	5	15	60	8	16	31	25	30	25	24	33	31	23	29	30	26	27	22
Applies most to Labour	16	12	1	34	2	1	31	7	13	11	8	14	13	11	11	13	9	7	15	16	12
Applies most to the Liberal Democrats	3	4	0	2	31	0	2	11	4	4	6	4	3	3	4	3	5	3	3	5	1
Applies to none of them	38	39	17	44	36	25	42	51	41	38	34	38	43	40	38	41	39	42	39	34	49
Don't know	16	17	11	14	16	13	18	15	12	22	22	19	18	13	15	20	17	17	18	17	16

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	53	55	88	40	40	81	41	49	58	52	48	55	53	61	58	51	50	61	54	52	51
Applies most to Labour	11	9	2	23	7	2	21	8	11	8	10	9	11	7	9	10	12	7	13	10	6
Applies most to the Liberal Democrats	3	5	1	5	28	1	4	12	5	5	10	5	5	4	6	5	8	4	3	7	8
Applies to none of them	20	17	4	19	15	8	18	21	18	17	16	14	18	19	16	18	18	16	17	17	18
Don't know	12	13	5	13	11	7	15	11	8	18	17	17	13	9	11	16	12	13	12	14	17

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

Applies most to the Conservatives	19	18	7	32	15	10	30	18	20	17	19	15	19	21	16	22	16	18	15	23	16
Applies most to Labour	28	28	52	6	51	46	8	31	31	24	27	25	29	30	30	25	23	32	30	24	25
Applies most to the Liberal Democrats	31	31	29	47	6	27	43	28	31	31	27	33	31	31	34	26	35	28	31	30	35
Applies to none of them	9	8	3	6	12	5	5	10	8	8	9	8	7	8	8	8	10	7	8	8	6
Don't know	14	15	9	10	15	11	14	14	10	20	18	20	15	11	13	18	15	14	16	15	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	43	109
Male 25 to 39	180	226
Male 40 to 59	370	298
Male 60 +	259	224
Female 18 to 24	58	104
Female 25 to 39	286	224
Female 40 to 59	344	306
Female 60 +	226	274
Region		
North England	443	434
Midlands	260	290
East England	191	170
London	217	226
South England	409	404
Wales	90	88
Scotland	156	154
Social Grade		
AB	613	494
C1	524	512
C2	307	371
DE	322	389
Newspaper Type		
Express / Mail	355	283
Sun / Star	215	415
Mirror / Record	131	177
Guardian / Independent	103	79
FT / Times / Telegraph	122	168
Other Paper	244	203
No Paper	596	442
Political Party Identification		
Labour	527	574
Conservative	512	503
Liberal Democrat	200	212
SNP/Plaid Cymru	46	30
Others	106	23
None/ DK	375	424

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