

YouGov / The Sun Survey Results

Sample Size: 1721 GB Adults
Fieldwork: 21st - 22nd 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	1721	520	530	118	533	438	391	836	885	208	439	589	485	981	740	220	559	368	423	150	
Unweighted Sample	1721	534	505	119	556	402	407	843	878	83	492	692	454	1139	582	247	538	345	420	171	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	40	100	0	0	90	4	13	39	41	33	39	41	41	40	39	50	44	36	36	27
Lab	40	0	100	0	3	93	37	39	42	42	41	41	39	40	41	31	33	48	50	35
Lib Dem	9	0	0	100	1	0	36	8	10	13	12	7	7	11	6	10	14	6	6	6
Other	11	0	0	0	6	3	14	14	8	13	7	11	13	9	13	9	9	10	8	32

Other Parties Voting Intention

UKIP	4	0	0	0	4	1	6	6	3	0	1	4	8	3	6	5	5	3	6	2
SNP / PCY	3	0	0	0	0	1	3	4	2	7	3	3	2	3	3	0	0	1	0	28
Green	2	0	0	0	0	1	5	1	2	5	2	1	1	2	1	3	2	2	1	0
BNP	1	0	0	0	1	0	0	2	1	1	0	2	2	1	2	1	1	2	1	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	0	0	1	1	0	0	1	0	1	1	0	0

Non Voters

Would Not Vote	9	0	0	0	3	3	4	7	10	21	13	5	4	6	13	5	13	7	9	5
Don't know	15	0	0	0	11	10	21	11	18	7	20	17	12	13	18	14	16	15	15	12

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

	Dec 20-21	Dec 21-22	Voting intention		2010 Vote			Gender		Age				Social grade		Region					
Approve	31	31	79	2	42	67	6	23	36	27	20	29	34	34	34	27	40	34	29	26	31
Disapprove	53	54	7	94	38	20	88	63	53	55	61	51	53	55	52	56	49	47	56	61	62
Don't know	16	15	14	4	20	13	7	13	11	18	19	19	13	11	13	17	11	19	16	13	8

Fieldwork: 21st - 22nd December 2011

Total	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	
1721	520	530	118	533	438	391	836	885	208	439	589	485	981	740	220	559	368	423	150	
Unweighted Sample	1721	534	505	119	556	402	407	843	878	83	492	692	454	1139	582	247	538	345	420	171
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Weighted Sample

Unweighted Sample

Dec 7-8
Dec 21-22

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	32	29	2	58	30	4	49	37	32	26	36	29	29	24	29	28	24	27	28	30	39
Applies most to Labour	31	33	67	4	46	64	8	31	37	29	28	29	33	39	37	29	40	34	30	32	30
Applies most to the Liberal Democrats	12	11	14	15	1	13	16	6	10	13	6	9	11	17	10	13	10	9	13	14	10
Applies to none of them	11	11	11	11	15	10	12	11	10	11	6	11	12	11	11	10	9	13	13	8	5
Don't know	15	16	7	12	7	9	16	15	11	21	23	22	15	9	14	19	16	17	15	16	16

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

Applies most to the Conservatives	21	22	58	3	13	52	5	10	23	22	8	20	23	30	23	21	27	21	24	21	18
Applies most to Labour	32	29	4	73	11	7	64	28	30	28	32	24	29	32	30	28	26	23	32	37	26
Applies most to the Liberal Democrats	17	17	17	7	65	13	8	36	18	16	18	18	17	15	20	13	18	21	14	13	14
Applies to none of them	17	18	14	9	7	18	11	17	19	16	23	18	17	16	16	20	13	21	15	15	27
Don't know	13	14	8	8	5	11	12	10	10	18	20	20	15	6	11	19	15	14	16	14	15

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

Applies most to the Conservatives	20	23	59	3	21	51	5	12	26	20	17	22	24	25	24	21	28	24	18	23	20
Applies most to Labour	19	18	4	42	10	5	39	17	21	15	21	12	18	22	18	18	9	15	25	21	13
Applies most to the Liberal Democrats	8	7	7	7	27	6	6	11	6	8	3	6	7	11	7	8	10	6	7	8	5
Applies to none of them	37	36	22	36	38	27	33	49	36	35	39	36	37	32	38	33	38	37	33	31	44
Don't know	16	16	8	12	5	12	16	11	11	21	19	24	15	10	13	20	15	17	17	16	18

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

Applies most to the Conservatives	48	50	20	81	59	23	74	66	52	48	64	43	51	50	50	51	46	47	49	57	53
Applies most to Labour	20	19	40	4	20	37	7	12	21	16	10	19	20	21	21	16	21	20	18	17	16
Applies most to the Liberal Democrats	11	11	20	6	12	20	7	8	13	10	8	8	10	17	11	11	10	12	12	9	15
Applies to none of them	8	6	10	2	6	9	2	4	4	7	0	9	6	4	5	6	8	5	6	5	5
Don't know	13	14	10	6	3	12	10	9	9	19	17	21	13	8	13	16	14	16	15	13	12

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	35	107
Male 25 to 39	179	220
Male 40 to 59	361	291
Male 60 +	268	219
Female 18 to 24	48	102
Female 25 to 39	313	219
Female 40 to 59	331	298
Female 60 +	186	267
Region		
North England	420	423
Midlands	259	282
East England	163	165
London	247	220
South England	375	394
Wales	86	86
Scotland	171	150
Social Grade		
AB	609	482
C1	530	499
C2	263	361
DE	319	379
Newspaper Type		
Express / Mail	358	275
Sun / Star	202	404
Mirror / Record	109	172
Guardian / Independent	96	77
FT / Times / Telegraph	137	163
Other Paper	224	198
No Paper	595	430
Political Party Identification		
Labour	505	559
Conservative	507	490
Liberal Democrat	187	207
SNP/Plaid Cymru	38	29
Others	75	22
None/ DK	409	413

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