

YouGov / The Sun Survey Results

Sample Size: 1862 GB Adults
Fieldwork: 5th - 6th January 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 | 1862 | 562 | 618 | 107 | 588 | 474 | 385 | 907 | 955 | 221 | 478 | 639 | 524 | 1043 | 786 | 239 | 607 | 396 | 458 | 161 |
| Unweighted Sample | 1862 | 526 | 599 | 121 | 554 | 468 | 422 | 891 | 971 | 120 | 493 | 734 | 515 | 1194 | 635 | 258 | 632 | 348 | 420 | 204 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Headline Voting Intention

[Excluding Don't Know and Wouldn't Vote]

| | | | | | | | | | | | | | | | | | | | | |
|---------|-----------|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con | 39 | 100 | 0 | 0 | 92 | 1 | 13 | 37 | 42 | 33 | 37 | 36 | 47 | 42 | 35 | 40 | 53 | 34 | 32 | 20 |
| Lab | 43 | 0 | 100 | 0 | 5 | 95 | 41 | 46 | 41 | 52 | 48 | 46 | 33 | 41 | 47 | 48 | 30 | 49 | 51 | 54 |
| Lib Dem | 7 | 0 | 0 | 100 | 0 | 0 | 34 | 7 | 8 | 6 | 8 | 5 | 10 | 9 | 6 | 6 | 9 | 8 | 7 | 5 |
| Other | 10 | 0 | 0 | 0 | 3 | 3 | 11 | 11 | 9 | 9 | 7 | 12 | 10 | 8 | 12 | 6 | 8 | 10 | 10 | 21 |

Other Parties Voting Intention

| | | | | | | | | | | | | | | | | | | | | |
|-----------|----------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| UKIP | 4 | 0 | 0 | 0 | 2 | 2 | 2 | 4 | 3 | 4 | 2 | 3 | 6 | 2 | 5 | 1 | 4 | 3 | 5 | 1 |
| SNP / PCY | 2 | 0 | 0 | 0 | 0 | 0 | 2 | 2 | 2 | 0 | 1 | 2 | 2 | 2 | 2 | 0 | 0 | 1 | 0 | 16 |
| Green | 2 | 0 | 0 | 0 | 0 | 1 | 4 | 2 | 2 | 4 | 1 | 3 | 1 | 2 | 2 | 3 | 2 | 1 | 2 | 2 |
| BNP | 2 | 0 | 0 | 0 | 1 | 0 | 1 | 3 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 0 | 1 | 2 | 3 | 1 |
| Respect | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| Other | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 1 | 1 | 0 | 1 | 2 | 0 | 0 | 1 | 2 | 0 | 1 | 0 | 1 |

Non Voters

| | | | | | | | | | | | | | | | | | | | | |
|----------------|-----------|---|---|---|----|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Would Not Vote | 8 | 0 | 0 | 0 | 1 | 2 | 5 | 8 | 9 | 16 | 11 | 6 | 5 | 6 | 11 | 8 | 7 | 9 | 12 | 4 |
| Don't know | 15 | 0 | 0 | 0 | 14 | 7 | 24 | 10 | 20 | 15 | 16 | 16 | 13 | 13 | 17 | 12 | 15 | 16 | 14 | 17 |

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

| | 4-5 Jan | 5-6 Jan | | | | | | | | | | | | | | | | | | | |
|------------|---------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Approve | 34 | 33 | 85 | 5 | 40 | 69 | 5 | 23 | 35 | 30 | 23 | 31 | 30 | 41 | 37 | 26 | 30 | 44 | 28 | 27 | 24 |
| Disapprove | 51 | 53 | 5 | 91 | 33 | 15 | 88 | 60 | 53 | 52 | 58 | 50 | 55 | 51 | 49 | 56 | 53 | 39 | 59 | 62 | 60 |
| Don't know | 15 | 15 | 11 | 5 | 27 | 16 | 7 | 17 | 12 | 17 | 19 | 19 | 15 | 9 | 13 | 17 | 17 | 17 | 14 | 11 | 16 |

| | 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 1862 | 562 | 618 | 107 | 588 | 474 | 385 | 907 | 955 | 221 | 478 | 639 | 524 | 1043 | 786 | 239 | 607 | 396 | 458 | 161 |
| Unweighted Sample 1862 | 526 | 599 | 121 | 554 | 468 | 422 | 891 | 971 | 120 | 493 | 734 | 515 | 1194 | 635 | 258 | 632 | 348 | 420 | 204 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Weighted Sample
Unweighted Sample

15-16 Dec
5-6 Jan

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

It is led by people of real ability

Its leaders are prepared to take tough and unpopular decisions

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

| | | | | | | | | | | | | | | | | | | | | | |
|---|----|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Applies most to the Conservatives | 30 | 31 | 87 | 2 | 5 | 75 | 3 | 13 | 31 | 31 | 24 | 26 | 30 | 40 | 33 | 28 | 32 | 40 | 26 | 27 | 21 |
| Applies most to Labour | 29 | 30 | 2 | 78 | 4 | 4 | 76 | 26 | 32 | 27 | 36 | 30 | 31 | 25 | 30 | 30 | 36 | 21 | 32 | 34 | 34 |
| Applies most to the Liberal Democrats | 10 | 8 | 3 | 3 | 75 | 3 | 2 | 25 | 8 | 8 | 6 | 8 | 8 | 9 | 10 | 6 | 6 | 9 | 7 | 8 | 10 |
| Applies to none of them | 20 | 20 | 4 | 14 | 10 | 11 | 11 | 25 | 20 | 19 | 16 | 18 | 21 | 20 | 17 | 22 | 15 | 18 | 23 | 21 | 20 |
| Don't know | 11 | 12 | 4 | 4 | 6 | 7 | 8 | 11 | 8 | 15 | 18 | 18 | 10 | 5 | 10 | 14 | 11 | 11 | 13 | 10 | 15 |
| It is led by people of real ability | | | | | | | | | | | | | | | | | | | | | |
| Applies most to the Conservatives | 27 | 27 | 77 | 2 | 10 | 64 | 2 | 12 | 28 | 26 | 19 | 24 | 25 | 36 | 29 | 23 | 27 | 36 | 22 | 22 | 19 |
| Applies most to Labour | 19 | 17 | 1 | 49 | 3 | 3 | 50 | 12 | 20 | 15 | 25 | 17 | 17 | 15 | 18 | 16 | 20 | 10 | 22 | 19 | 23 |
| Applies most to the Liberal Democrats | 5 | 3 | 0 | 2 | 38 | 0 | 1 | 11 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 2 | 3 |
| Applies to none of them | 33 | 35 | 12 | 37 | 30 | 19 | 33 | 48 | 36 | 34 | 30 | 33 | 40 | 33 | 34 | 37 | 34 | 32 | 34 | 40 | 40 |
| Don't know | 17 | 17 | 10 | 11 | 19 | 14 | 14 | 17 | 13 | 21 | 23 | 23 | 15 | 13 | 15 | 21 | 16 | 18 | 19 | 17 | 16 |
| Its leaders are prepared to take tough and unpopular decisions | | | | | | | | | | | | | | | | | | | | | |
| Applies most to the Conservatives | 58 | 56 | 92 | 38 | 47 | 83 | 37 | 52 | 55 | 57 | 43 | 53 | 57 | 63 | 60 | 50 | 58 | 62 | 49 | 56 | 48 |
| Applies most to Labour | 10 | 11 | 1 | 31 | 0 | 3 | 31 | 8 | 14 | 9 | 20 | 11 | 10 | 10 | 13 | 10 | 15 | 6 | 15 | 11 | 18 |
| Applies most to the Liberal Democrats | 6 | 6 | 2 | 2 | 37 | 2 | 2 | 14 | 6 | 5 | 7 | 5 | 7 | 5 | 6 | 5 | 5 | 6 | 6 | 6 | 4 |
| Applies to none of them | 15 | 15 | 3 | 18 | 7 | 6 | 18 | 15 | 15 | 14 | 12 | 14 | 17 | 13 | 14 | 16 | 11 | 14 | 15 | 15 | 19 |
| Don't know | 12 | 12 | 3 | 11 | 9 | 6 | 12 | 10 | 11 | 14 | 18 | 17 | 10 | 9 | 7 | 19 | 11 | 12 | 15 | 12 | 11 |
| It seems to chop and change all the time: you can never be quite sure what it stands for | | | | | | | | | | | | | | | | | | | | | |
| Applies most to the Liberal Democrats | 36 | 35 | 25 | 55 | 10 | 26 | 54 | 37 | 35 | 35 | 36 | 39 | 35 | 33 | 37 | 34 | 40 | 30 | 37 | 37 | 39 |
| Applies most to Labour | 28 | 29 | 61 | 6 | 55 | 53 | 6 | 28 | 31 | 27 | 24 | 24 | 28 | 36 | 33 | 23 | 28 | 36 | 23 | 26 | 23 |
| Applies most to the Conservatives | 15 | 15 | 3 | 28 | 17 | 7 | 26 | 14 | 16 | 13 | 18 | 11 | 16 | 15 | 13 | 17 | 17 | 10 | 15 | 18 | 16 |
| Applies to none of them | 6 | 7 | 3 | 5 | 4 | 4 | 6 | 9 | 7 | 8 | 3 | 8 | 10 | 6 | 6 | 9 | 5 | 8 | 9 | 6 | 9 |
| Don't know | 14 | 14 | 8 | 5 | 14 | 10 | 9 | 13 | 10 | 17 | 20 | 18 | 12 | 10 | 11 | 18 | 11 | 15 | 15 | 14 | 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 | 51 | 113 |
| | Male 25 to 39 | 193 | 240 |
| | Male 40 to 54 | 375 | 315 |
| | Male 55 + | 272 | 238 |
| | Female 18 to 24 | 69 | 108 |
| | Female 25 to 39 | 300 | 238 |
| | Female 40 to 54 | 359 | 323 |
| | Female 55 + | 243 | 285 |
| Region | | | |
| | North England | 420 | 458 |
| | Midlands | 248 | 305 |
| | East England | 175 | 180 |
| | London | 258 | 239 |
| | South England | 457 | 428 |
| | Wales | 100 | 91 |
| | Scotland | 204 | 161 |
| Social Grade | | | |
| | AB | 670 | 512 |
| | C1 | 524 | 530 |
| | C2 | 281 | 384 |
| | DE | 354 | 402 |
| Newspaper Type | | | |
| | Express / Mail | 366 | 277 |
| | Sun / Star | 228 | 395 |
| | Mirror / Record | 122 | 283 |
| | Guardian / Independent | 157 | 58 |
| | FT / Times / Telegraph | 226 | 160 |
| | Other Paper | 184 | 212 |
| | No Paper | 579 | 475 |
| Political Party Identification | | | |
| | Labour | 616 | 601 |
| | Conservative | 484 | 531 |
| | Liberal Democrat | 212 | 222 |
| | Others | 220 | 59 |
| | None/ DK | 330 | 448 |

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