

# YouGov / The Sun Survey Results

Sample Size: 1884 GB Adults  
Fieldwork: 12th - 13th January 2011

	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	
<b>Weighted Sample</b>	<b>1884</b>	577	584	108	570	527	413	919	965	225	488	643	529	1055	796	248	610	400	461	165
<b>Unweighted Sample</b>	<b>1884</b>	529	596	117	531	517	438	916	968	143	473	722	546	1201	649	272	582	420	462	148
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

[Excluding Don't Knows and Wouldn't Votes]

Con	<b>41</b>	100	0	0	91	3	20	39	43	39	40	34	48	46	33	48	51	38	33	20
Lab	<b>41</b>	0	100	0	3	93	37	40	42	41	45	45	33	37	47	37	28	45	52	52
Lib Dem	<b>8</b>	0	0	100	2	0	32	9	6	8	6	8	8	8	7	8	10	8	5	6
Other	<b>11</b>	0	0	0	5	4	11	12	10	12	9	12	10	10	13	8	11	10	9	22

## Other Parties Voting Intention

UKIP	<b>4</b>	0	0	0	2	2	2	5	3	4	3	4	5	4	4	2	6	3	4	3
SNP / PCY	<b>2</b>	0	0	0	0	1	2	3	2	3	2	3	2	2	3	0	1	2	0	18
BNP	<b>2</b>	0	0	0	1	0	1	3	2	1	2	2	2	2	3	3	1	4	2	1
Green	<b>1</b>	0	0	0	0	1	4	1	2	3	1	2	1	1	1	2	2	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>1</b>	0	0	0	0	0	2	1	1	1	1	1	0	1	1	1	0	2	1	0

## Non Voters

Would Not Vote	<b>9</b>	0	0	0	3	2	7	8	9	18	12	8	3	7	10	9	10	7	8	8
Don't know	<b>16</b>	0	0	0	10	11	27	11	20	16	20	16	11	16	16	14	15	19	16	10

11-12  
Jan

12-13  
Jan

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

Approve	31	<b>34</b>	84	5	61	68	8	30	37	31	27	32	29	44	40	26	40	40	30	28	25
Disapprove	55	<b>51</b>	6	90	24	18	85	52	51	51	45	51	56	48	46	59	45	40	56	59	66
Don't know	14	<b>15</b>	10	5	15	13	7	17	12	18	29	17	14	8	15	16	16	19	14	13	9

	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> 1884	577	584	108	570	527	413	919	965	225	488	643	529	1055	796	248	610	400	461	165
<b>Unweighted Sample</b> 1884	529	596	117	531	517	438	916	968	143	473	722	546	1201	649	272	582	420	462	148
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

22-23  
Dec 10

12-13  
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?

**It seems rather old and tired**

Applies most to Labour	40	<b>40</b>	78	6	69	72	9	39	45	35	31	31	40	52	45	33	45	48	37	33	31
Applies most to the Conservatives	25	<b>25</b>	3	53	11	5	46	27	28	22	28	28	26	18	22	28	21	20	21	31	40
Applies most to the Liberal Democrats	7	<b>7</b>	3	13	2	4	12	4	6	8	8	5	8	8	6	9	5	7	6	9	7
Applies to none of them	11	<b>13</b>	9	17	13	10	18	14	11	15	8	14	12	14	13	13	15	13	13	12	11
Don't know	17	<b>16</b>	6	12	5	9	14	16	11	20	25	22	14	8	15	17	14	13	22	16	12

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

Applies most to Labour	31	<b>32</b>	4	79	18	4	73	30	32	32	34	30	36	28	30	35	27	24	36	38	43
Applies most to the Conservatives	22	<b>23</b>	57	1	15	55	4	11	23	23	16	17	21	33	26	18	32	26	19	19	17
Applies most to the Liberal Democrats	15	<b>14</b>	19	5	52	14	6	26	14	13	11	13	14	16	15	12	10	17	12	14	13
Applies to none of them	17	<b>18</b>	13	9	10	19	10	18	20	16	17	21	18	16	17	20	19	18	20	17	18
Don't know	15	<b>13</b>	7	6	6	9	8	15	10	16	21	19	10	7	12	14	12	14	14	12	9

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

Applies most to the Conservatives	28	<b>27</b>	62	5	34	56	7	20	27	27	21	24	24	36	31	22	31	32	24	23	21
Applies most to Labour	16	<b>17</b>	2	44	5	4	40	14	17	18	20	16	18	17	16	20	16	13	17	21	26
Applies most to the Liberal Democrats	5	<b>9</b>	9	6	36	7	6	16	9	9	5	5	12	10	9	9	8	10	10	6	11
Applies to none of them	32	<b>32</b>	18	36	21	24	37	35	36	29	28	32	35	29	31	34	33	29	33	36	30
Don't know	18	<b>15</b>	8	9	3	10	10	15	11	18	26	22	11	8	14	15	11	16	16	14	12

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

Applies most to the Conservatives	47	<b>47</b>	17	80	33	21	78	53	47	48	43	46	53	44	44	52	44	37	48	57	60
Applies most to Labour	20	<b>21</b>	43	5	34	38	6	17	23	19	16	17	19	28	24	16	21	26	19	16	16
Applies most to the Liberal Democrats	8	<b>9</b>	17	5	10	18	4	6	10	9	6	7	9	13	10	9	14	10	9	7	6
Applies to none of them	9	<b>8</b>	10	4	13	9	5	9	9	6	8	9	7	8	8	7	6	10	8	7	4
Don't know	17	<b>15</b>	13	6	10	14	7	16	11	19	27	22	12	8	14	17	15	17	16	12	13

## 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	61	115
	Male 25 to 39	199	245
	Male 40 to 54	370	320
	Male 55 +	286	240
	Female 18 to 24	82	110
	Female 25 to 39	274	243
	Female 40 to 54	352	323
	Female 55 +	260	289
<b>Region</b>			
	North England	462	461
	Midlands	321	307
	East England	181	182
	London	272	248
	South England	401	429
	Wales	99	93
	Scotland	148	165
<b>Social Grade</b>			
	AB	674	518
	C1	527	537
	C2	266	389
	DE	383	407
<b>Newspaper Type</b>			
	Express / Mail	375	281
	Sun / Star	211	399
	Mirror / Record	139	290
	Guardian / Independent	164	60
	FT / Times / Telegraph	201	164
	Other Paper	216	220
	No Paper	578	472
<b>Political Party Identification</b>			
	Labour	639	614
	Conservative	485	540
	Liberal Democrat	221	225
	Others	203	57
	None/ DK	336	448

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