

YouGov / The Sun Survey Results

Sample Size: 1860 GB adults
Fieldwork: 19th - 20th 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	
Weighted Sample	1860	522	621	139	587	470	430	905	955	222	476	641	521	1043	787	239	609	395	454	161
Unweighted Sample	1860	491	589	137	553	452	449	871	989	132	436	778	514	1211	619	244	609	367	450	189
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	36	100	0	0	88	4	9	34	39	32	36	32	43	39	32	38	45	37	31	17
Lab	43	0	100	0	4	94	45	46	41	49	48	49	31	41	47	43	36	42	50	57
Lib Dem	10	0	0	100	1	1	36	10	9	10	11	8	10	10	9	12	10	8	10	9
Other	11	0	0	0	6	1	11	10	11	9	5	11	15	10	11	7	9	13	10	17

Other Parties Voting Intention

UKIP	5	0	0	0	4	0	4	5	5	0	1	5	9	4	5	4	5	5	6	1
SNP / PCY	2	0	0	0	0	0	2	2	2	4	0	2	2	2	2	0	0	2	0	15
Green	2	0	0	0	1	1	5	1	3	4	2	1	2	2	2	2	3	2	2	1
BNP	2	0	0	0	1	0	0	2	2	1	1	2	2	2	2	1	3	1	1	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	0	0	0	0	1	0	0	0	0	0	0	1	0

Non Voters

Would Not Vote	7	0	0	0	3	2	3	8	7	16	11	6	3	6	10	5	6	10	8	6
Don't know	15	0	0	0	10	7	23	9	22	17	20	14	13	15	17	17	16	17	13	14

18-19
Jan

19-20
Jan

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

Approve	29	32	82	4	53	67	7	24	34	29	23	33	27	39	36	26	36	36	31	27	21
Disapprove	56	54	5	92	30	18	86	61	56	53	56	51	61	48	51	59	47	46	54	64	68
Don't know	16	14	13	4	17	15	7	15	10	18	21	16	12	13	14	15	18	18	14	9	11

	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 1860	522	621	139	587	470	430	905	955	222	476	641	521	1043	787	239	609	395	454	161	
Unweighted Sample	1860	491	589	137	553	452	449	871	989	132	436	778	514	1211	619	244	609	367	450	189
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

5 - 6
Jan

19-20
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

Applies most to the Conservatives	31	29	87	1	7	73	3	11	30	29	22	26	26	39	33	24	29	37	28	25	16
Applies most to Labour	30	29	0	77	5	3	76	23	32	26	24	29	36	22	29	28	32	23	25	33	42
Applies most to the Liberal Democrats	8	9	2	4	70	2	2	30	9	9	9	9	7	11	10	9	10	9	9	10	7
Applies to none of them	20	21	7	12	11	15	12	22	20	22	28	16	20	23	18	25	21	19	24	20	21
Don't know	12	12	4	6	7	7	7	14	10	14	18	19	11	4	10	14	7	13	14	12	13

It is led by people of real ability

Applies most to the Conservatives	27	25	74	2	15	60	2	13	25	25	20	23	21	33	27	22	23	30	25	22	17
Applies most to Labour	17	16	1	46	5	2	46	12	18	15	17	14	20	14	16	17	17	13	13	22	22
Applies most to the Liberal Democrats	3	4	0	2	35	1	2	12	4	4	3	5	3	5	4	4	5	3	5	4	3
Applies to none of them	35	38	16	37	34	27	35	42	37	39	42	33	40	39	38	39	41	35	41	38	38
Don't know	17	17	9	14	11	11	15	20	15	18	17	24	17	10	15	18	14	19	16	14	21

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	56	56	92	43	42	82	40	50	56	56	44	54	57	62	59	52	56	60	52	56	54
Applies most to Labour	11	11	0	28	8	1	30	7	12	9	9	10	12	9	11	10	10	8	11	12	14
Applies most to the Liberal Democrats	6	5	2	3	33	2	4	13	6	4	6	3	4	7	5	5	6	5	5	4	4
Applies to none of them	15	16	3	16	7	10	16	17	16	16	24	14	16	15	14	18	20	13	18	15	17
Don't know	12	13	3	10	10	6	11	13	11	14	18	19	11	7	10	16	9	14	14	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	35	34	23	55	12	23	54	34	35	32	39	33	36	29	34	33	35	28	35	34	49
Applies most to Labour	29	27	57	4	50	50	6	23	28	26	20	28	24	33	30	24	29	32	23	27	14
Applies most to the Conservatives	15	19	7	30	16	11	30	20	18	19	16	12	20	24	17	21	15	19	19	21	15
Applies to none of them	7	7	5	4	8	7	4	6	6	7	8	6	6	7	6	7	9	5	8	6	8
Don't know	14	14	8	7	13	9	7	17	12	16	17	21	13	8	13	15	13	16	15	12	14

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	55	113
	Male 25 to 39	166	238
	Male 40 to 54	368	317
	Male 55 +	282	236
	Female 18 to 24	77	109
	Female 25 to 39	270	238
	Female 40 to 54	410	323
	Female 55 +	232	284
Region			
	North England	450	454
	Midlands	274	302
	East England	180	181
	London	244	239
	South England	429	429
	Wales	93	93
	Scotland	189	161
Social Grade			
	AB	681	512
	C1	530	530
	C2	261	384
	DE	358	403
Newspaper Type			
	Express / Mail	374	277
	Sun / Star	195	397
	Mirror / Record	127	283
	Guardian / Independent	152	58
	FT / Times / Telegraph	253	162
	Other Paper	193	214
	No Paper	566	467
Political Party Identification			
	Labour	591	602
	Conservative	496	528
	Liberal Democrat	193	221
	Others	209	61
	None/ DK	371	447

YouGov is a member of the British Polling Council and abides by its rules.

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