

YouGov / The Sun Survey Results

Sample Size: 1835 GB Adults
Fieldwork: 26th - 27th 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	1835	542	633	114	553	484	420	893	942	220	473	626	515	1033	780	236	597	391	450	161
Unweighted Sample	1835	525	604	125	534	472	440	844	991	110	460	732	533	1182	631	254	612	324	446	199
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	38	100	0	0	92	2	13	34	42	29	34	37	45	42	31	44	41	43	31	20
Lab	44	0	100	0	2	94	44	44	44	52	49	44	37	38	52	38	39	41	56	46
Lib Dem	8	0	0	100	2	1	32	8	8	7	9	10	6	10	5	11	10	7	6	5
Other	10	0	0	0	4	3	12	14	7	13	9	10	12	10	12	7	10	10	7	28

Other Parties Voting Intention

UKIP	4	0	0	0	3	1	3	5	4	2	2	4	7	4	5	3	6	5	3	2
SNP / PCY	2	0	0	0	0	1	2	3	1	7	3	2	1	3	2	0	1	1	0	22
Green	2	0	0	0	0	1	5	2	1	3	2	1	2	2	1	2	2	0	2	1
BNP	1	0	0	0	0	0	1	2	0	0	1	2	1	1	2	1	2	1	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Other	1	0	0	0	0	0	0	1	0	0	1	1	1	0	1	0	0	1	0	2

Non Voters

<i>Would Not Vote</i>	7	0	0	0	3	2	5	7	8	10	12	6	3	7	7	9	6	7	8	6
<i>Don't know</i>	14	0	0	0	12	9	21	11	18	22	16	11	14	12	17	15	12	15	14	20

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

	25-26 Jan	26-27 Jan	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
Approve	31	30	76	2	50	65	4	22	30	29	18	27	31	35	34	24	34	33	32	23	22
Disapprove	54	54	6	94	28	16	89	62	57	52	59	55	55	50	49	60	45	51	49	63	65
Don't know	14	16	18	4	22	19	6	17	13	19	22	18	14	15	17	16	21	15	18	14	12

Weighted Sample
Unweighted Sample

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
1835	542	633	114	553	484	420	893	942	220	473	626	515	1033	780	236	597	391	450	161
1835	525	604	125	534	472	440	844	991	110	460	732	533	1182	631	254	612	324	446	199
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

12-13
Jan

26-27
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	36	71	8	60	68	8	36	39	34	20	31	39	45	42	29	42	42	35	32	26
Applies most to the Conservatives	25	26	1	53	18	2	49	36	31	21	32	30	27	18	23	29	22	25	22	29	34
Applies most to the Liberal Democrats	7	7	6	10	0	6	9	3	7	7	4	5	6	11	6	9	7	6	11	6	6
Applies to none of them	13	15	13	19	14	12	19	14	13	17	11	15	16	15	15	14	14	14	13	17	19
Don't know	16	16	9	10	8	13	15	10	10	22	32	18	13	10	14	19	15	13	20	16	15

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

Applies most to Labour	32	34	4	75	13	6	73	31	36	31	34	32	35	33	32	36	35	28	29	42	39
Applies most to the Conservatives	23	21	55	1	13	51	1	9	20	21	14	17	21	26	23	18	24	24	24	15	12
Applies most to the Liberal Democrats	14	17	23	7	58	20	6	33	19	15	11	19	19	16	20	12	16	21	14	16	15
Applies to none of them	18	16	9	12	6	13	11	18	16	15	12	17	16	16	15	18	14	17	15	14	22
Don't know	13	13	8	5	10	11	10	8	9	17	28	15	9	9	11	16	11	11	19	12	11

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

Applies most to the Conservatives	27	22	54	3	22	48	4	14	22	23	17	24	21	26	26	17	31	22	23	20	16
Applies most to Labour	17	17	2	43	2	4	43	13	21	14	19	14	20	17	16	20	13	17	18	22	11
Applies most to the Liberal Democrats	9	10	13	6	36	11	7	17	11	10	8	9	12	11	11	10	9	14	8	10	6
Applies to none of them	32	32	18	36	25	22	33	43	34	31	25	33	36	30	33	32	32	31	29	31	54
Don't know	15	17	13	12	15	14	14	13	11	23	31	20	11	16	15	21	15	16	22	17	13

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

Applies most to the Conservatives	47	49	16	82	54	21	77	62	51	48	50	49	52	48	47	53	46	43	52	53	61
Applies most to Labour	21	20	48	3	18	43	5	11	22	18	15	17	21	24	23	16	22	23	20	17	15
Applies most to the Liberal Democrats	9	6	11	4	6	10	3	6	8	5	4	4	7	9	7	6	9	7	7	5	3
Applies to none of them	8	9	10	6	7	10	7	9	9	9	7	12	9	7	9	8	12	11	5	9	6
Don't know	15	15	14	5	15	16	8	12	11	19	25	19	11	12	14	16	12	16	15	16	15

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	70	130
Male 25 to 39	206	274
Male 40 to 54	401	363
Male 55 +	388	273
Female 18 to 24	80	126
Female 25 to 39	307	274
Female 40 to 54	398	372
Female 55 +	289	328
Region		
North England	488	523
Midlands	301	351
East England	212	206
London	286	274
South England	510	491
Wales	115	107
Scotland	227	188
Social Grade		
AB	810	588
C1	599	609
C2	302	441
DE	389	462
Newspaper Type		
Express / Mail	427	319
Sun / Star	203	454
Mirror / Record	131	327
Guardian / Independent	189	69
FT / Times / Telegraph	277	186
Other Paper	228	253
No Paper	684	533
Political Party Identification		
Labour	666	696
Conservative	582	610
Liberal Democrat	245	257
Others	233	68
None/ DK	413	509

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