

YouGov / The Sun Survey Results

Sample Size: 1887 GB Adults
Fieldwork: 16th - 17th January 2013

	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	1887	479	634	122	608	472	425	917	970	228	481	645	532	1076	811	242	613	404	464	164
Unweighted Sample	1887	452	600	121	598	458	442	898	989	175	459	772	481	1285	602	205	661	415	461	145
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	34	100	0	0	77	5	13	33	34	44	29	31	36	36	30	33	42	33	29	16
Lab	44	0	100	0	6	91	45	44	45	33	52	46	41	39	52	39	34	48	55	52
Lib Dem	9	0	0	100	2	2	30	8	9	7	8	10	8	11	5	13	11	6	5	7
Other	13	0	0	0	14	2	12	15	12	16	11	13	15	13	14	15	12	13	11	25

Other Parties Voting Intention

UKIP	8	0	0	0	11	1	4	10	5	4	5	7	12	7	9	8	9	9	6	2
SNP / PCY	3	0	0	0	1	1	1	3	2	3	3	3	2	3	2	0	0	2	1	21
Green	2	0	0	0	0	0	6	1	3	4	2	2	1	2	1	3	2	2	2	1
BNP	1	0	0	0	1	0	1	1	1	3	0	1	0	0	1	3	0	0	1	0
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	1	0	0	1	0	2	0	0	0	1	0	1	0	0	0	1

Non Voters

Would Not Vote	7	0	0	0	3	2	4	6	8	11	11	6	3	5	9	10	5	5	9	7
Don't know	18	0	0	0	16	6	25	10	24	19	21	14	17	17	18	14	18	24	14	14

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

	Jan 15-16	Jan 16-17																			
Approve	27	25	72	4	37	50	8	18	28	23	30	22	27	25	29	21	24	31	24	23	16
Disapprove	55	58	10	91	46	30	88	63	61	55	42	60	62	59	56	62	56	53	60	64	61
Don't know	17	16	18	5	17	20	4	19	11	21	28	18	11	16	16	17	20	16	16	13	23

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Unweighted Sample	1887	452	600	121	598	458	442	898	989	175	459	772	481	1285	602	205	661	415	461	145
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Jan 2-3
Jan 16-17

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	36	33	4	65	42	8	63	39	37	30	29	39	34	28	33	34	34	31	34	35	34
Applies most to Labour	25	27	55	5	39	47	5	27	31	22	28	21	29	29	30	23	33	29	26	22	21
Applies most to the Liberal Democrats	14	12	17	13	1	16	12	8	12	12	5	10	13	15	13	10	10	11	13	12	15
Applies to none of them	9	11	15	10	10	15	9	13	10	13	13	10	12	12	12	11	10	12	10	13	12
Don't know	16	17	9	7	9	14	10	14	9	23	25	20	12	16	13	22	13	16	17	18	18

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

Applies most to the Conservatives	23	23	65	3	13	51	6	11	26	20	29	15	23	28	25	21	26	27	22	20	14
Applies most to Labour	30	31	4	75	8	7	73	28	34	29	19	34	36	29	30	33	29	22	33	40	41
Applies most to the Liberal Democrats	15	15	12	7	67	11	6	33	16	14	16	16	15	13	19	10	19	18	13	11	11
Applies to none of them	19	18	11	12	6	21	12	15	16	20	16	18	15	21	17	19	15	21	17	15	21
Don't know	13	13	8	3	6	10	4	12	8	17	21	17	10	8	9	17	11	11	15	13	14

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

Applies most to the Conservatives	17	16	45	3	6	31	4	12	19	13	19	13	15	18	17	14	17	19	17	12	9
Applies most to Labour	23	23	8	54	13	8	48	25	28	19	18	21	25	26	22	25	25	20	25	25	27
Applies most to the Liberal Democrats	6	6	6	4	25	6	3	9	6	5	8	6	6	4	6	4	5	9	4	5	1
Applies to none of them	37	38	29	33	41	41	36	38	37	39	28	38	40	39	41	33	37	38	36	36	42
Don't know	16	18	12	7	15	15	9	17	11	24	28	22	14	13	13	23	16	15	18	21	21

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

Applies most to the Conservatives	50	50	22	78	58	27	75	60	51	50	38	47	57	50	51	48	52	47	50	53	54
Applies most to Labour	19	22	51	6	26	43	8	18	27	18	26	21	21	23	25	20	26	27	21	17	19
Applies most to the Liberal Democrats	8	7	10	7	6	9	6	6	8	6	7	7	7	8	7	7	6	8	9	6	5
Applies to none of them	8	6	6	3	4	9	4	4	5	7	6	7	4	7	5	6	5	7	6	5	5
Don't know	15	15	11	6	6	13	6	12	9	20	23	18	11	13	11	19	12	12	15	19	17

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	117
Male 25 to 39	208	242
Male 40 to 59	364	319
Male 60 +	256	240
Female 18 to 24	105	111
Female 25 to 39	251	240
Female 40 to 59	408	326
Female 60 +	225	292
Region		
North England	460	463
Midlands	305	309
East England	179	181
London	205	242
South England	483	433
Wales	110	94
Scotland	145	164
Social Grade		
AB	700	528
C1	585	547
C2	270	396
DE	332	415
Newspaper Type		
Express / Mail	368	302
Sun / Star	179	443
Mirror / Record	94	189
Guardian / Independent	144	85
FT / Times / Telegraph	142	179
Other Paper	233	217
No Paper	727	472
Political Party Identification		
Labour	588	613
Conservative	515	538
Liberal Democrat	183	226
SNP/Plaid Cymru	36	32
Others	113	25
None/ DK	452	453

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