

# YouGov / The Sun Survey Results

Sample Size: 1733 GB Adults  
Fieldwork: 7th - 8th December 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	
<b>Weighted Sample</b>	<b>1733</b>	475	537	131	547	444	403	842	891	210	442	593	489	988	745	222	563	371	426	151	
Unweighted Sample	1733	480	492	135	563	413	406	848	885	111	469	707	446	1166	567	185	600	376	419	153	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>36</b>	100	0	0	85	3	10	33	39	31	35	31	44	40	29	42	43	39	27	18
Lab	<b>41</b>	0	100	0	5	90	39	42	39	49	43	46	30	36	47	36	35	37	55	38
Lib Dem	<b>10</b>	0	0	100	2	0	36	8	11	7	12	8	12	12	7	11	12	8	8	9
Other	<b>14</b>	0	0	0	9	6	14	16	11	13	10	15	15	12	17	12	9	16	10	34

## Other Parties Voting Intention

UKIP	<b>5</b>	0	0	0	8	1	3	7	3	2	2	7	7	4	7	8	6	6	5	1
SNP / PCY	<b>4</b>	0	0	0	0	4	2	4	4	3	4	4	4	4	4	0	0	3	0	31
Green	<b>3</b>	0	0	0	0	1	6	3	3	5	3	3	2	3	3	4	2	4	2	1
BNP	<b>1</b>	0	0	0	0	0	0	1	0	1	0	1	1	0	1	0	1	1	2	0
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	0	3	0	0	1	0	2	0	0	3	1	0

## Non Voters

Would Not Vote	<b>8</b>	0	0	0	2	3	5	7	9	12	10	7	4	6	10	8	7	7	11	0
Don't know	<b>16</b>	0	0	0	12	12	21	11	21	15	19	17	13	14	18	19	15	17	15	14

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

		Dec 6-7	Dec 7-8																		
Approve	28	<b>27</b>	74	4	36	55	5	20	29	24	23	27	23	32	32	19	29	31	28	20	22
Disapprove	57	<b>56</b>	9	88	41	23	87	67	60	53	45	54	65	53	52	62	42	51	59	65	66
Don't know	15	<b>17</b>	18	8	23	22	7	13	11	22	32	19	12	14	16	19	29	18	13	15	11

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Nov 23-24

Dec 7-8

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	30	<b>32</b>	3	61	28	6	57	41	33	30	32	35	33	26	29	36	25	30	28	37	41
Applies most to Labour	31	<b>31</b>	59	7	56	51	8	31	34	27	19	28	30	38	36	23	40	33	30	24	29
Applies most to the Liberal Democrats	12	<b>12</b>	14	13	0	17	10	7	12	11	10	9	12	15	11	13	12	10	14	15	5
Applies to none of them	10	<b>11</b>	14	10	11	13	12	13	10	13	12	12	10	12	12	10	12	11	15	9	11
Don't know	15	<b>15</b>	10	9	5	12	13	8	11	18	26	16	14	10	12	18	11	17	13	16	15

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

Applies most to the Conservatives	22	<b>21</b>	60	2	9	51	4	7	22	20	13	18	18	30	23	18	23	24	24	16	14
Applies most to Labour	31	<b>32</b>	3	75	10	7	65	35	32	31	38	31	37	25	29	35	29	27	28	42	37
Applies most to the Liberal Democrats	16	<b>17</b>	14	7	70	13	7	37	18	17	15	19	16	17	21	12	22	20	16	13	14
Applies to none of them	20	<b>17</b>	13	10	7	19	13	14	18	17	11	19	17	19	17	17	13	16	21	17	21
Don't know	12	<b>13</b>	9	6	4	10	11	6	10	16	24	13	12	9	9	17	13	14	11	12	14

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

Applies most to the Conservatives	21	<b>20</b>	50	4	18	43	5	13	22	17	25	20	16	23	24	15	23	22	21	16	14
Applies most to Labour	17	<b>19</b>	3	47	4	4	40	20	22	16	23	14	22	18	15	24	10	19	17	27	15
Applies most to the Liberal Democrats	8	<b>8</b>	6	7	30	7	5	14	8	9	8	8	7	9	9	7	10	8	8	6	10
Applies to none of them	38	<b>37</b>	29	33	42	33	35	44	35	39	16	41	41	39	41	32	37	35	40	35	45
Don't know	16	<b>16</b>	12	9	6	13	15	9	13	19	27	17	14	12	11	23	20	16	14	16	16

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

Applies most to the Conservatives	49	<b>48</b>	17	76	54	19	74	64	49	47	42	48	55	42	49	47	42	41	51	52	62
Applies most to Labour	19	<b>20</b>	47	6	27	45	5	12	20	21	12	21	17	28	23	18	24	25	19	17	11
Applies most to the Liberal Democrats	9	<b>11</b>	16	10	7	15	6	9	13	9	18	9	9	13	10	12	15	13	9	10	6
Applies to none of them	8	<b>8</b>	10	3	10	9	3	8	8	8	5	9	9	7	8	7	9	7	10	7	6
Don't know	14	<b>13</b>	10	5	3	11	11	6	9	16	24	14	11	10	10	16	11	14	11	14	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.
<b>Age and Gender</b>		
Male 18 to 24	32	107
Male 25 to 39	211	222
Male 40 to 59	355	293
Male 60 +	250	220
Female 18 to 24	79	102
Female 25 to 39	258	220
Female 40 to 59	352	300
Female 60 +	196	269
<b>Region</b>		
North England	419	426
Midlands	275	284
East England	177	166
London	185	222
South England	423	397
Wales	101	87
Scotland	153	151
<b>Social Grade</b>		
AB	644	485
C1	522	503
C2	258	364
DE	309	381
<b>Newspaper Type</b>		
Express / Mail	355	277
Sun / Star	220	407
Mirror / Record	110	173
Guardian / Independent	104	78
FT / Times / Telegraph	124	165
Other Paper	230	199
No Paper	590	433
<b>Political Party Identification</b>		
Labour	515	563
Conservative	508	494
Liberal Democrat	194	208
SNP/Plaid Cymru	38	29
Others	88	23
None/ DK	390	416

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