

YouGov / The Sun Survey Results

Sample Size: 1643 GB Adults
Fieldwork: 25th - 26th January 2012

	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	1643	495	508	111	526	419	370	798	845	199	419	562	463	937	706	210	534	352	404	143	
Unweighted Sample	1643	487	474	119	517	395	387	796	847	113	453	652	425	1078	565	206	595	333	364	145	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	39	100	0	0	89	3	18	41	37	25	42	34	48	40	37	40	52	42	25	21
Lab	40	0	100	0	6	91	36	36	45	55	37	45	32	39	42	42	29	41	55	37
Lib Dem	9	0	0	100	1	1	33	9	9	10	10	8	9	10	7	10	9	6	11	7
Other	12	0	0	0	4	5	13	15	9	9	12	14	11	11	14	7	10	11	9	35
Other Parties Voting Intention																				
SNP / PCY	4	0	0	0	0	2	4	5	2	8	3	4	3	4	4	0	1	2	0	31
UKIP	4	0	0	0	3	2	2	5	3	0	3	5	6	4	5	4	5	4	6	1
Green	2	0	0	0	0	0	5	2	2	1	3	3	1	3	1	2	3	2	1	2
BNP	1	0	0	0	0	0	1	1	0	0	1	1	1	0	1	0	1	1	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	1	0	1	1	1	1	1	1	0	1	1	0	2	0	0
Non Voters																				
Would Not Vote	7	0	0	0	2	2	4	7	8	19	8	6	3	6	9	6	5	12	7	6
Don't know	16	0	0	0	11	12	21	11	20	13	20	13	15	16	15	16	15	17	17	11

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

	Jan 24-25	Jan 25-26																			
Approve	31	33	84	3	46	67	6	30	39	27	27	33	30	38	35	30	35	41	34	24	19
Disapprove	51	54	8	91	40	20	89	56	53	56	53	51	58	53	52	58	51	44	51	66	71
Don't know	18	13	8	6	14	13	5	14	9	17	20	16	12	8	13	13	14	14	15	10	10

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Unweighted Sample	487	474	119	517	395	387	796	847	113	453	652	425	1078	565	206	595	333	364	145	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Jan 11-12
Jan 25-26

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	27	26	1	54	30	5	48	33	28	23	29	33	26	17	27	24	30	19	24	31	32
Applies most to Labour	37	38	73	8	57	63	12	40	44	33	28	32	38	48	38	38	38	46	37	30	34
Applies most to the Liberal Democrats	13	12	11	15	1	14	16	6	11	12	4	9	12	17	12	12	8	12	11	12	14
Applies to none of them	11	10	8	12	9	9	12	9	8	11	9	9	10	10	10	9	10	8	10	12	11
Don't know	14	15	6	12	3	9	13	11	9	20	30	17	14	8	13	17	14	15	19	15	10

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

Applies most to the Conservatives	26	23	60	2	10	54	2	12	24	22	11	19	22	32	23	23	23	31	22	14	18
Applies most to Labour	31	30	4	71	17	7	66	27	30	30	28	24	35	30	30	30	34	24	27	36	34
Applies most to the Liberal Democrats	17	17	15	9	65	13	9	35	18	15	16	20	13	18	18	15	17	15	15	20	14
Applies to none of them	15	19	14	10	7	16	13	18	20	17	18	22	19	16	18	19	18	16	21	19	21
Don't know	11	12	7	9	1	10	9	8	8	16	27	16	11	5	11	14	9	13	15	11	12

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

Applies most to the Conservatives	25	24	62	3	11	52	6	16	28	21	13	27	24	27	25	23	24	34	21	17	16
Applies most to Labour	17	16	2	36	21	5	33	17	17	14	17	12	16	18	15	16	14	14	17	17	17
Applies most to the Liberal Democrats	7	8	7	6	26	6	7	14	8	7	8	9	7	8	8	7	8	6	9	8	8
Applies to none of them	37	38	21	42	37	26	39	43	38	38	36	36	40	38	39	36	39	32	35	43	48
Don't know	13	15	8	14	5	10	15	10	10	20	26	17	15	9	13	18	15	14	18	15	11

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

Applies most to the Conservatives	46	46	14	75	49	19	72	57	45	47	41	43	50	45	46	45	48	38	46	53	54
Applies most to Labour	22	24	52	8	25	46	7	19	25	23	19	24	22	28	24	23	24	30	20	18	25
Applies most to the Liberal Democrats	10	10	19	6	9	18	6	7	12	8	9	8	10	12	10	11	9	11	15	7	4
Applies to none of them	9	7	7	6	9	7	7	7	8	7	8	9	6	7	8	7	9	7	5	9	7
Don't know	13	13	9	6	7	10	8	10	9	16	23	16	11	8	12	14	10	13	15	12	10

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	32	102
Male 25 to 39	206	210
Male 40 to 59	327	278
Male 60 +	231	209
Female 18 to 24	81	97
Female 25 to 39	247	209
Female 40 to 59	325	284
Female 60 +	194	255
Region		
North England	364	404
Midlands	245	269
East England	154	158
London	206	210
South England	441	376
Wales	88	82
Scotland	145	143
Social Grade		
AB	573	460
C1	505	476
C2	277	345
DE	288	361
Newspaper Type		
Express / Mail	325	263
Sun / Star	173	386
Mirror / Record	116	164
Guardian / Independent	87	74
FT / Times / Telegraph	126	156
Other Paper	227	189
No Paper	589	411
Political Party Identification		
Labour	497	534
Conservative	451	468
Liberal Democrat	202	197
SNP/Plaid Cymru	41	28
Others	76	21
None/ DK	376	394

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