

YouGov / The Sun Survey Results

Sample Size: 2005 GB Adults
Fieldwork: 2nd - 3rd 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 2005	495	670	155	647	502	428	976	1029	245	511	684	565	1143	862	257	652	429	493	174
Unweighted Sample 2005	450	702	145	610	522	444	971	1034	220	490	770	525	1359	646	344	722	321	462	156
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	32	100	0	0	74	3	11	29	35	29	33	27	37	38	24	29	36	35	28	25
Lab	43	0	100	0	6	93	39	45	42	53	41	49	35	39	50	51	34	43	52	39
Lib Dem	10	0	0	100	2	1	36	10	10	6	16	10	6	12	8	11	14	8	7	7
Other	15	0	0	0	18	2	14	16	13	12	9	13	22	12	18	9	16	14	12	28

Other Parties Voting Intention

UKIP	9	0	0	0	16	1	5	10	8	3	3	7	17	7	12	6	11	11	8	2
SNP / PCY	3	0	0	0	0	1	2	3	2	2	4	2	2	2	3	1	0	0	1	24
Green	2	0	0	0	0	0	5	2	1	4	2	2	1	2	1	2	3	0	2	0
BNP	1	0	0	0	1	0	0	1	1	0	0	2	0	0	2	0	0	2	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Other	1	0	0	0	1	0	1	1	1	3	0	0	1	1	1	0	1	1	0	3

Non Voters

Would Not Vote	8	0	0	0	3	3	4	8	8	18	10	7	2	6	10	6	8	8	8	9
Don't know	15	0	0	0	14	7	20	9	21	12	17	15	14	15	15	13	17	16	12	16

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

		Jan 1-2	Jan 2-3																		
Approve	25	26	70	6	32	49	6	21	29	23	21	29	23	28	31	19	25	28	25	24	25
Disapprove	60	57	14	86	43	34	84	63	59	55	51	48	63	60	54	62	58	53	58	61	57
Don't know	15	17	15	8	25	17	9	16	12	22	28	23	15	11	16	20	17	19	17	15	18

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Unweighted Sample	2005	450	702	145	610	522	444	971	1034	220	490	770	525	1359	646	344	722	321	462	156
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Dec 12-13
Jan 2-3

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	34	36	5	63	44	14	60	51	39	33	33	37	40	31	36	36	40	33	32	37	46
Applies most to Labour	27	25	55	4	31	45	5	22	26	24	19	24	23	31	28	21	28	27	24	23	22
Applies most to the Liberal Democrats	11	14	18	15	7	19	15	6	14	14	12	11	13	19	13	15	11	14	15	16	9
Applies to none of them	13	9	11	9	6	11	10	7	9	10	12	7	10	10	11	8	9	10	11	10	5
Don't know	15	16	10	9	12	12	10	14	12	19	24	21	14	9	12	20	13	17	17	14	18

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

Applies most to the Conservatives	22	23	67	3	10	51	4	13	24	23	16	18	21	33	25	20	21	24	25	22	18
Applies most to Labour	30	30	4	71	16	8	66	30	32	28	26	29	33	29	28	33	38	24	28	37	27
Applies most to the Liberal Democrats	15	15	13	8	61	11	8	35	15	15	16	19	16	10	20	10	15	18	15	12	15
Applies to none of them	20	19	10	11	7	22	14	15	19	18	20	15	20	21	18	20	15	18	19	19	26
Don't know	13	13	7	6	6	9	8	7	10	15	22	18	11	6	10	17	10	15	13	10	14

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

Applies most to the Conservatives	17	17	49	3	12	37	5	9	18	16	17	15	15	21	19	15	17	18	17	17	17
Applies most to Labour	21	23	9	50	13	10	45	23	25	21	19	18	26	25	23	23	25	22	25	24	17
Applies most to the Liberal Democrats	7	6	4	4	32	3	5	15	7	6	5	9	5	7	8	5	6	7	7	6	3
Applies to none of them	39	37	29	32	30	39	32	42	37	37	34	36	38	38	37	36	37	36	35	38	44
Don't know	16	16	10	11	13	11	13	11	12	21	25	22	15	10	13	21	15	18	17	15	18

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

Applies most to the Conservatives	51	50	22	76	55	29	71	65	50	49	45	46	54	50	49	51	51	49	47	50	57
Applies most to Labour	19	19	46	6	21	38	6	13	21	18	12	18	18	26	23	15	20	19	23	17	18
Applies most to the Liberal Democrats	7	8	14	5	10	11	6	6	8	8	8	9	6	9	8	7	8	7	9	8	4
Applies to none of them	8	8	9	4	7	11	5	7	8	8	9	6	9	8	9	7	8	9	8	9	4
Don't know	14	15	9	8	8	11	11	9	13	17	25	20	13	8	12	19	13	16	14	15	16

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	99	124
	Male 25 to 39	202	257
	Male 40 to 59	383	339
	Male 60 +	285	255
	Female 18 to 24	119	118
	Female 25 to 39	288	255
	Female 40 to 59	389	347
	Female 60 +	240	311
Region			
	North England	462	493
	Midlands	267	329
	East England	203	192
	London	344	257
	South England	519	459
	Wales	54	100
	Scotland	156	174
Social Grade			
	AB	741	561
	C1	618	581
	C2	285	421
	DE	361	441
Newspaper Type			
	Express / Mail	362	321
	Sun / Star	269	471
	Mirror / Record	130	201
	Guardian / Independent	120	90
	FT / Times / Telegraph	150	190
	Other Paper	238	231
	No Paper	736	501
Political Party Identification			
	Labour	707	652
	Conservative	520	571
	Liberal Democrat	193	241
	SNP/Plaid Cymru	30	34
	Others	97	26
	None/ DK	458	481

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