

YouGov / The Sun Survey Results

Sample Size: 1971 GB Adults
Fieldwork: 9th - 10th 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	1971	486	659	175	618	504	438	958	1013	238	503	674	556	1123	848	252	641	422	485	171	
Unweighted Sample	1971	449	674	146	571	498	465	959	1012	204	487	775	505	1335	636	329	644	401	415	182	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	31	100	0	0	70	3	12	31	31	33	36	25	34	37	24	31	41	31	23	20
Lab	42	0	100	0	6	93	35	40	45	44	42	48	35	37	50	43	31	43	55	43
Lib Dem	11	0	0	100	3	0	40	11	12	10	13	11	11	12	10	15	11	12	8	13
Other	15	0	0	0	20	3	13	18	11	12	9	16	20	14	17	10	17	14	14	24

Other Parties Voting Intention

UKIP	10	0	0	0	19	1	7	13	7	4	5	10	17	9	12	7	13	11	10	1
SNP / PCY	2	0	0	0	0	0	2	2	2	2	1	2	3	2	2	0	0	1	0	19
Green	2	0	0	0	0	0	4	1	2	4	2	1	0	2	1	2	2	1	2	4
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
BNP	0	0	0	0	0	1	0	0	0	0	0	1	0	0	1	1	0	0	1	0
Other	1	0	0	0	0	0	0	1	1	2	1	1	0	0	2	0	1	1	1	0

Non Voters

Would Not Vote	7	0	0	0	1	2	4	7	7	14	10	6	3	7	7	9	8	7	6	6
Don't know	14	0	0	0	12	8	20	9	19	18	15	13	12	12	16	11	17	12	12	19

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

	Jan 8-9	Jan 9-10																			
Approve	28	25	75	2	35	52	3	21	29	22	20	28	22	28	30	18	25	30	27	19	20
Disapprove	56	59	10	92	43	33	89	61	59	58	50	51	65	61	56	62	56	53	57	65	68
Don't know	17	16	15	6	22	15	8	19	12	20	30	21	13	11	14	20	19	17	16	15	13

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?

The kind of society it wants is broadly the kind of society I want

	Dec 19-20 2012	Jan 9-10 2013																			
Applies most to the Conservatives	26	26	84	3	5	65	4	9	29	24	22	24	23	36	31	20	26	32	27	22	16
Applies most to Labour	30	30	1	76	12	5	74	24	31	29	26	24	37	29	27	35	30	23	29	41	31
Applies most to the Liberal Democrats	11	13	5	5	71	4	3	38	12	13	16	16	11	10	15	9	15	15	12	9	12
Applies to none of them	21	18	4	9	7	18	11	19	17	19	13	16	20	19	17	20	14	16	19	18	27
Don't know	13	13	6	7	5	8	7	10	12	14	22	21	9	7	11	16	16	14	13	10	14

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Dec 19-20 2012	Jan 9-10 2013																			
It is led by people of real ability																					
Applies most to the Conservatives	20	20	66	2	11	47	3	13	21	20	17	23	18	23	22	18	22	23	21	19	12
Applies most to Labour	18	17	0	45	5	2	47	8	16	17	15	13	19	18	12	22	15	11	18	24	13
Applies most to the Liberal Democrats	5	4	0	1	35	2	1	11	4	4	5	6	3	4	5	3	6	4	4	3	6
Applies to none of them	42	44	24	42	36	38	40	55	46	41	41	38	47	45	47	39	39	44	43	43	53
Don't know	15	15	10	10	12	11	10	14	13	18	22	21	13	10	13	18	17	18	15	12	16
Its leaders are prepared to take tough and unpopular decisions																					
Applies most to the Conservatives	44	46	85	35	35	70	33	42	48	45	43	48	45	48	50	42	46	49	50	43	36
Applies most to Labour	12	11	1	26	4	1	29	5	11	11	8	7	12	14	8	14	9	8	9	17	9
Applies most to the Liberal Democrats	5	5	1	2	31	2	2	12	5	5	7	7	4	4	6	4	5	6	4	3	7
Applies to none of them	24	23	9	23	22	21	22	29	24	22	15	19	27	26	24	22	23	21	23	25	28
Don't know	14	14	4	14	8	5	14	12	12	17	27	18	13	8	12	18	16	15	14	12	19
It seems to chop and change all the time: you can never be quite sure what it stands for																					
Applies most to the Conservatives	26	26	5	43	23	14	42	29	26	25	17	23	27	29	24	28	25	21	26	34	19
Applies most to Labour	23	26	58	5	43	45	6	26	26	25	24	23	26	29	30	19	28	27	27	25	16
Applies most to the Liberal Democrats	28	27	23	39	12	25	38	25	29	25	31	26	27	26	27	27	27	28	26	22	38
Applies to none of them	8	7	5	5	9	6	6	9	6	8	5	5	9	7	7	7	4	8	7	6	11
Don't know	15	15	9	8	13	11	9	11	12	17	22	22	12	9	12	18	16	16	14	13	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	89	122
	Male 25 to 39	203	252
	Male 40 to 59	381	333
	Male 60 +	286	250
	Female 18 to 24	115	116
	Female 25 to 39	284	250
	Female 40 to 59	394	341
	Female 60 +	219	306
Region			
	North England	415	485
	Midlands	300	323
	East England	180	189
	London	329	252
	South England	464	451
	Wales	101	99
	Scotland	182	171
Social Grade			
	AB	736	552
	C1	599	572
	C2	286	414
	DE	350	434
Newspaper Type			
	Express / Mail	367	315
	Sun / Star	189	463
	Mirror / Record	136	197
	Guardian / Independent	154	89
	FT / Times / Telegraph	132	187
	Other Paper	257	227
	No Paper	736	493
Political Party Identification			
	Labour	656	641
	Conservative	514	562
	Liberal Democrat	184	237
	SNP/Plaid Cymru	47	34
	Others	123	26
	None/ DK	447	473

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