

YouGov / The Sun Survey Results

Sample Size: 1736 GB Adults
Fieldwork: 12th - 13th December 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	1736	444	576	118	556	427	372	844	892	210	443	594	490	990	746	222	564	372	427	151
Unweighted Sample	1736	435	562	88	578	408	371	904	832	130	391	666	549	1152	584	209	609	360	422	136
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	33	100	0	0	79	2	9	34	32	27	40	31	32	38	26	32	46	31	25	14
Lab	43	0	100	0	3	93	41	38	47	53	41	44	39	38	49	39	30	42	57	55
Lib Dem	9	0	0	100	0	1	33	10	7	3	9	10	9	9	8	15	9	9	7	3
Other	16	0	0	0	17	4	17	17	14	17	10	16	19	15	17	13	15	19	11	28

Other Parties Voting Intention

UKIP	10	0	0	0	17	2	8	11	8	1	4	10	17	9	10	8	11	13	8	3
SNP / PCY	3	0	0	0	0	1	2	3	2	6	3	2	2	2	3	0	0	3	0	23
Green	2	0	0	0	0	1	4	2	2	8	1	2	1	2	2	3	3	0	2	0
Respect	1	0	0	0	0	0	2	0	1	2	1	0	0	0	1	1	0	1	0	0
BNP	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	0	1	0	1	0	0	1	0	1	1	0	1	0	0	1

Non Voters

Would Not Vote	9	0	0	0	4	2	3	9	9	16	12	10	3	7	12	14	10	8	8	5
Don't know	13	0	0	0	14	8	19	10	17	12	15	14	12	13	14	20	15	10	11	14

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

	Dec 11-12	Dec 12-13																			
Approve	26	26	71	4	40	53	6	21	29	23	23	29	26	25	32	19	28	29	28	22	20
Disapprove	59	59	14	90	38	31	88	65	60	59	62	52	61	64	55	66	49	54	59	69	71
Don't know	15	14	15	6	22	16	6	14	10	18	15	19	14	10	14	15	23	18	13	9	9

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	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Nov 28-29
Dec 12-13

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?

It seems rather old and tired

Applies most to the Conservatives	35	34	5	63	32	9	58	46	34	33	42	32	33	31	32	35	30	28	33	41	42
Applies most to Labour	26	27	55	7	36	53	9	22	31	24	20	29	26	32	32	22	25	31	31	22	25
Applies most to the Liberal Democrats	13	11	17	10	5	15	9	7	10	12	7	7	13	15	11	12	10	12	11	14	6
Applies to none of them	10	13	13	11	14	12	15	13	13	13	7	14	14	13	13	12	13	12	16	11	14
Don't know	15	15	9	10	12	12	10	12	13	17	24	19	14	9	12	19	22	18	9	13	13

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

Applies most to the Conservatives	22	22	62	1	9	52	2	8	24	20	11	24	18	30	25	18	20	28	24	17	12
Applies most to Labour	31	30	3	70	15	5	64	30	31	29	37	27	31	29	28	33	24	22	31	39	41
Applies most to the Liberal Democrats	15	15	13	11	59	9	11	35	16	15	11	16	17	15	18	12	15	16	16	15	14
Applies to none of them	19	20	13	12	6	22	17	18	19	21	19	16	24	19	19	21	18	19	20	20	25
Don't know	13	13	9	5	10	11	6	9	11	15	23	17	11	7	10	16	23	15	9	9	9

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

Applies most to the Conservatives	15	17	43	6	7	34	7	9	19	15	18	24	13	14	20	12	12	19	17	17	15
Applies most to Labour	22	21	6	49	12	5	45	23	23	20	19	19	22	23	19	24	18	20	19	24	26
Applies most to the Liberal Democrats	9	7	5	4	35	3	5	14	7	7	6	7	9	6	7	8	7	8	9	5	7
Applies to none of them	39	39	35	33	30	44	33	41	38	40	30	31	42	46	42	36	33	37	44	39	45
Don't know	16	16	11	9	15	13	9	12	13	18	26	19	13	11	12	20	31	16	11	14	7

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

Applies most to the Conservatives	50	51	22	79	56	26	77	63	50	53	55	45	56	50	49	55	45	46	53	60	57
Applies most to Labour	20	19	43	6	11	38	5	13	22	17	15	18	18	23	23	14	17	21	22	15	19
Applies most to the Liberal Democrats	9	7	11	5	7	11	6	6	9	6	3	7	7	9	8	6	5	7	10	9	3
Applies to none of them	7	8	11	4	10	10	6	7	7	9	2	10	8	9	9	7	9	10	6	5	11
Don't know	14	14	14	5	17	14	6	12	13	16	25	19	11	9	11	18	24	17	10	12	9

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	57	108
	Male 25 to 39	180	222
	Male 40 to 59	368	293
	Male 60 +	299	220
	Female 18 to 24	73	102
	Female 25 to 39	211	220
	Female 40 to 59	298	300
	Female 60 +	250	269
Region			
	North England	422	427
	Midlands	278	285
	East England	173	167
	London	209	222
	South England	436	398
	Wales	82	87
	Scotland	136	151
Social Grade			
	AB	642	486
	C1	510	503
	C2	242	365
	DE	342	382
Newspaper Type			
	Express / Mail	349	278
	Sun / Star	169	408
	Mirror / Record	90	174
	Guardian / Independent	137	78
	FT / Times / Telegraph	130	165
	Other Paper	207	200
	No Paper	654	434
Political Party Identification			
	Labour	547	564
	Conservative	490	495
	Liberal Democrat	142	208
	SNP/Plaid Cymru	37	30
	Others	106	23
	None/ DK	414	417

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