

YouGov / The Sun Survey Results

Sample Size: 1654 GB Adults
Fieldwork: 1st - 2nd February 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	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	1654	500	522	109	554	417	363	804	850	200	422	566	466	943	711	212	538	354	407	144
Unweighted Sample	1654	499	473	107	550	374	380	796	858	94	438	636	486	1068	586	141	584	351	408	170
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	39	100	0	0	89	3	11	39	39	33	37	35	47	44	31	36	50	37	36	18
Lab	41	0	100	0	4	93	41	38	44	46	44	43	34	35	49	49	33	39	50	36
Lib Dem	8	0	0	100	1	1	34	10	7	13	11	8	5	10	6	6	8	12	6	9
Other	12	0	0	0	6	3	13	13	10	8	8	14	14	10	14	9	9	11	8	38

Other Parties Voting Intention

UKIP	5	0	0	0	5	0	4	5	4	1	2	6	7	5	5	5	5	5	5	2
SNP / PCY	3	0	0	0	1	1	3	4	3	1	2	5	3	3	4	1	0	2	0	29
Green	2	0	0	0	0	1	6	2	3	6	3	2	1	2	3	2	2	2	1	6
BNP	1	0	0	0	0	0	0	1	1	0	1	0	2	0	1	1	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	1	1	0	0	0	1	1	0	1	0	0	1	1	1

Non Voters

Would Not Vote	7	0	0	0	2	3	4	5	9	11	10	6	4	6	9	11	8	5	6	3
Don't know	15	0	0	0	12	10	24	11	20	21	16	16	13	14	17	23	16	16	13	9

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

	Jan 31- Feb 1	Feb 1-2																			
Approve	32	32	80	7	35	66	6	19	36	28	30	28	29	38	38	23	30	38	30	28	21
Disapprove	54	55	8	89	50	20	87	67	55	55	47	53	60	53	49	63	54	47	56	60	67
Don't know	14	14	12	4	15	14	7	14	9	18	23	18	11	9	13	14	16	14	14	12	11

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	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 1654	500	522	109	554	417	363	804	850	200	422	566	466	943	711	212	538	354	407	144	
Unweighted Sample	499	473	107	550	374	380	796	858	94	438	636	486	1068	586	141	584	351	408	170	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Jan 18-19	Feb 1-2																			
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																					
Applies most to the Conservatives	30	30	83	1	4	71	5	9	31	28	15	27	27	42	34	24	22	37	29	29	18
Applies most to Labour	26	27	1	77	7	4	64	27	27	26	30	25	31	23	25	30	29	22	27	31	29
Applies most to the Liberal Democrats	8	9	2	4	74	2	3	29	12	7	11	12	9	6	11	7	6	10	11	7	15
Applies to none of them	21	22	7	15	8	13	20	25	22	21	13	20	24	24	18	26	22	18	22	22	32
Don't know	15	13	7	3	7	11	8	10	8	17	32	17	9	4	11	14	20	14	11	11	6
It is led by people of real ability																					
Applies most to the Conservatives	25	25	69	3	10	58	4	10	29	22	18	21	23	35	29	20	21	32	25	23	14
Applies most to Labour	12	12	1	35	2	1	33	10	13	11	16	9	14	10	10	15	12	10	12	13	17
Applies most to the Liberal Democrats	3	4	1	3	39	1	2	11	5	3	3	7	4	3	5	3	3	4	4	4	5
Applies to none of them	43	42	19	49	38	26	48	54	42	41	34	41	46	40	41	42	41	35	42	46	51
Don't know	17	17	10	10	11	14	13	15	11	22	29	21	13	12	15	20	24	18	16	13	12
Its leaders are prepared to take tough and unpopular decisions																					
Applies most to the Conservatives	52	51	87	34	44	78	37	42	55	49	36	50	52	59	53	49	42	54	54	51	50
Applies most to Labour	9	10	1	28	3	1	26	8	10	10	12	9	11	9	8	12	11	8	10	10	14
Applies most to the Liberal Democrats	4	5	1	4	31	1	3	14	6	3	7	6	4	3	6	3	5	4	4	5	5
Applies to none of them	21	21	6	25	12	12	23	23	21	21	17	17	23	23	20	22	22	19	19	23	24
Don't know	14	13	5	9	11	8	11	13	8	18	27	18	10	6	13	13	20	14	13	11	7
It seems to chop and change all the time: you can never be quite sure what it stands for																					
Applies most to the Conservatives	16	18	5	37	10	8	32	19	18	19	11	14	20	24	15	23	15	16	18	22	23
Applies most to Labour	33	32	58	7	61	52	9	32	37	26	27	31	31	34	36	26	32	34	34	27	30
Applies most to the Liberal Democrats	28	29	25	46	9	25	44	27	28	29	30	28	28	30	30	26	29	26	27	33	31
Applies to none of them	7	7	4	7	7	5	7	9	7	8	6	9	9	6	6	9	6	8	9	7	7
Don't know	16	14	9	4	14	11	8	14	9	18	26	18	13	7	13	15	19	16	13	11	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	42	103
Male 25 to 39	196	212
Male 40 to 59	304	280
Male 60 +	254	210
Female 18 to 24	52	98
Female 25 to 39	242	210
Female 40 to 59	332	286
Female 60 +	232	256
Region		
North England	408	407
Midlands	244	271
East England	156	159
London	141	212
South England	428	379
Wales	107	83
Scotland	170	144
Social Grade		
AB	585	463
C1	483	480
C2	263	347
DE	323	364
Newspaper Type		
Express / Mail	327	265
Sun / Star	177	389
Mirror / Record	114	165
Guardian / Independent	101	74
FT / Times / Telegraph	117	157
Other Paper	244	190
No Paper	574	414
Political Party Identification		
Labour	472	538
Conservative	479	471
Liberal Democrat	187	198
SNP/Plaid Cymru	53	28
Others	85	22
None/ DK	378	397

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