

YouGov / The Sun Survey Results

Sample Size: 1752 GB Adults
Fieldwork: 18th - 19th 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	1752	542	509	101	555	437	396	853	899	211	449	599	493	994	749	223	569	375	433	152	
Unweighted Sample	1752	514	458	107	539	394	424	797	955	143	431	697	481	1157	586	226	560	370	408	188	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	41	100	0	0	90	6	14	43	38	26	44	36	49	45	36	52	51	36	34	19
Lab	38	0	100	0	3	89	39	36	41	51	37	42	31	36	41	31	28	46	48	42
Lib Dem	8	0	0	100	0	1	31	6	9	14	8	7	6	8	7	8	10	5	8	6
Other	13	0	0	0	7	4	17	14	12	9	11	15	14	11	16	9	11	14	10	34

Other Parties Voting Intention

UKIP	6	0	0	0	6	1	5	7	5	2	3	7	8	5	8	6	7	9	5	0
SNP / PCY	3	0	0	0	0	1	2	3	3	4	3	3	3	3	4	0	0	2	0	31
Green	2	0	0	0	0	1	7	2	2	2	4	1	1	2	2	2	3	2	2	2
BNP	1	0	0	0	0	1	1	2	0	1	0	2	1	1	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	0	1	1	0	0	0	1	0	0	1	0	0	0	1	1

Non Voters

Would Not Vote	8	0	0	0	3	2	3	7	9	15	12	7	3	7	8	4	7	11	9	6
Don't know	16	0	0	0	10	11	26	11	22	17	19	17	13	17	16	22	16	17	14	17

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

	Jan 17-18	Jan 18-19																			
Approve	31	32	82	3	27	68	9	19	38	26	19	34	28	40	35	28	37	38	28	27	22
Disapprove	53	53	7	91	46	19	85	63	52	55	59	49	58	49	51	57	49	45	56	62	59
Don't know	16	15	11	5	26	13	6	18	9	20	22	17	13	11	14	16	14	16	15	11	19

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Unweighted Sample	1752	514	458	107	539	394	424	797	955	143	431	697	481	1157	586	226	560	370	408	188
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Jan 4-5
Jan 18-19

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	31	30	80	3	11	71	6	11	33	28	18	29	26	42	34	25	33	38	27	26	19
Applies most to Labour	27	26	4	73	5	3	64	25	26	25	26	25	29	22	25	26	22	20	31	30	30
Applies most to the Liberal Democrats	11	8	2	4	68	2	2	25	9	8	11	9	8	6	10	6	10	9	5	8	9
Applies to none of them	18	21	7	11	10	14	15	23	22	20	15	18	25	23	18	26	23	20	20	21	28
Don't know	12	15	7	9	6	10	13	16	10	20	30	19	12	7	13	17	12	13	17	16	14

It is led by people of real ability

Applies most to the Conservatives	28	25	67	3	10	57	6	13	27	23	14	27	21	33	27	22	30	30	21	22	20
Applies most to Labour	12	12	1	35	9	2	30	10	14	10	13	10	13	10	10	14	8	7	15	17	9
Applies most to the Liberal Democrats	4	3	1	3	27	0	2	9	3	3	3	3	3	4	3	3	3	4	3	3	2
Applies to none of them	39	43	20	45	40	28	47	51	43	43	40	38	47	44	44	41	41	42	43	41	53
Don't know	17	17	11	15	13	12	15	18	13	21	29	22	16	9	16	19	18	18	17	16	17

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	55	52	87	35	34	77	38	43	53	52	38	54	52	57	54	49	54	55	53	48	48
Applies most to Labour	9	9	1	25	5	1	22	9	11	7	9	8	9	10	8	10	7	6	8	14	9
Applies most to the Liberal Democrats	5	4	1	2	30	1	1	12	4	3	4	4	3	3	4	3	2	6	3	3	3
Applies to none of them	17	21	6	24	22	13	23	22	22	20	23	18	23	19	22	20	24	19	21	19	27
Don't know	13	14	5	13	10	8	16	14	11	18	26	16	13	11	12	18	12	14	16	15	13

It seems to chop and change all the time: you can never be quite sure what it stands for

Applies most to the Conservatives	18	16	4	30	18	7	29	19	15	17	13	14	16	20	14	19	15	15	14	22	12
Applies most to Labour	28	33	61	8	53	54	10	33	38	28	29	32	32	36	34	31	34	35	33	31	26
Applies most to the Liberal Democrats	31	28	23	46	9	23	43	27	29	28	26	27	31	29	31	25	27	27	29	28	35
Applies to none of them	8	7	3	6	8	5	4	8	7	7	7	7	9	7	7	8	9	7	7	6	14
Don't know	15	16	9	10	12	12	14	13	11	20	26	21	13	9	14	17	15	17	18	13	13

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	60	108
Male 25 to 39	169	226
Male 40 to 59	337	297
Male 60 +	231	222
Female 18 to 24	83	103
Female 25 to 39	262	223
Female 40 to 59	360	303
Female 60 +	250	270
Region		
North England	408	433
Midlands	286	288
East England	170	168
London	226	223
South England	390	401
Wales	84	87
Scotland	188	152
Social Grade		
AB	624	488
C1	533	505
C2	248	366
DE	338	383
Newspaper Type		
Express / Mail	355	281
Sun / Star	194	410
Mirror / Record	100	174
Guardian / Independent	115	79
FT / Times / Telegraph	124	166
Other Paper	241	201
No Paper	623	441
Political Party Identification		
Labour	500	569
Conservative	481	500
Liberal Democrat	219	210
SNP/Plaid Cymru	48	30
Others	82	23
None/ DK	422	420

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<http://today.yougov.co.uk>