

YouGov / The Sun Survey Results

Sample Size: 1709 GB Adults
Fieldwork: 10th - 11th January 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	1709	552	520	135	563	434	368	831	878	207	436	584	482	974	735	219	555	366	420	149
Unweighted Sample	1709	556	481	136	563	411	379	812	897	93	437	707	472	1104	605	203	559	326	399	222
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	40	100	0	0	88	7	14	37	43	26	34	39	52	44	35	43	54	38	29	22
Lab	38	0	100	0	5	88	34	38	38	47	43	40	28	33	44	32	29	38	54	34
Lib Dem	10	0	0	100	2	1	38	10	10	9	13	9	9	13	6	8	10	13	9	8
Other	12	0	0	0	6	4	14	15	9	19	10	12	11	10	14	17	7	11	8	37
Other Parties Voting Intention																				
SNP / PCY	4	0	0	0	1	1	5	5	2	8	4	3	3	4	4	3	0	1	0	33
UKIP	4	0	0	0	5	1	1	5	3	4	1	5	6	3	5	8	3	4	4	0
Green	2	0	0	0	0	1	5	2	2	4	3	2	1	2	2	5	1	2	2	2
BNP	1	0	0	0	0	1	0	2	1	1	1	2	0	0	2	1	1	3	1	0
Respect	0	0	0	0	0	0	1	0	0	2	0	0	0	0	0	0	1	0	0	0
Other	1	0	0	0	0	0	2	1	1	0	1	1	1	1	1	0	1	1	1	1
Non Voters																				
Would Not Vote	7	0	0	0	2	2	5	7	8	19	10	6	2	8	7	6	9	6	8	4
Don't know	12	0	0	0	7	9	19	8	17	7	16	15	8	13	12	11	12	12	13	12

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

		Jan 9-10	Jan 10-11																		
Approve	33	34	79	5	43	70	11	24	36	32	20	30	31	46	37	29	34	40	37	27	23
Disapprove	51	51	7	88	39	17	78	63	53	50	56	50	56	44	47	57	52	44	48	57	66
Don't know	16	15	14	7	18	13	11	13	12	19	23	20	13	10	16	14	14	16	15	16	11

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Dec 20-21
Jan 10-11

Which of these would make the best Prime Minister?

David Cameron	38	41	97	6	26	87	13	23	42	40	27	36	39	55	44	37	45	50	42	30	28
Ed Miliband	19	17	0	50	5	2	43	14	20	14	21	17	18	14	14	21	18	11	17	23	21
Nick Clegg	6	5	1	3	37	1	3	16	6	5	7	8	4	4	7	3	3	6	4	6	7
Don't know	37	37	3	41	32	10	42	47	33	40	46	40	39	28	35	39	34	32	36	41	44

If you had to choose, which of the following options would be best for Britain?

A majority Conservative government	33	32	82	1	8	74	6	11	32	33	15	24	33	46	34	30	37	41	33	23	20
A coalition between the Conservatives and Liberal Democrats	7	10	16	1	38	13	4	15	12	8	12	11	8	11	12	8	14	11	9	9	7
A coalition between Labour and the Liberal Democrats	13	12	0	16	35	1	12	30	13	12	20	12	13	7	15	9	14	10	13	11	19
A majority Labour government	28	28	0	79	2	5	70	20	30	26	31	29	29	24	22	36	20	21	27	41	31
Don't know	19	17	2	4	18	6	8	23	13	22	22	24	16	11	17	17	15	17	19	16	24

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	43	109
Male 25 to 39	180	226
Male 40 to 59	370	298
Male 60 +	259	224
Female 18 to 24	58	104
Female 25 to 39	286	224
Female 40 to 59	344	306
Female 60 +	226	274
Region		
North England	443	434
Midlands	260	290
East England	191	170
London	217	226
South England	409	404
Wales	90	88
Scotland	156	154
Social Grade		
AB	613	494
C1	524	512
C2	307	371
DE	322	389
Newspaper Type		
Express / Mail	355	283
Sun / Star	215	415
Mirror / Record	131	177
Guardian / Independent	103	79
FT / Times / Telegraph	122	168
Other Paper	244	203
No Paper	596	442
Political Party Identification		
Labour	527	574
Conservative	512	503
Liberal Democrat	200	212
SNP/Plaid Cymru	46	30
Others	106	23
None/ DK	375	424

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