

YouGov / The Sun Survey Results

Sample Size: 1635 GB Adults
Fieldwork: 22nd - 23rd December 2010

Weighted Sample
Unweighted Sample

Total	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	
1635	483	516	109	497	441	386	798	837	195	418	563	459	917	692	208	532	349	403	143	
1635	466	498	114	470	410	409	799	836	116	395	648	476	1091	518	267	513	337	366	152	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't Knows and Wouldn't Votes]

Con	39	100	0	0	90	4	18	38	39	32	38	37	44	42	34	37	50	42	32	15
Lab	41	0	100	0	5	90	35	43	39	49	45	44	33	40	44	40	30	41	49	62
Lib Dem	9	0	0	100	1	1	35	8	9	11	12	7	7	11	5	9	11	6	8	11
Other	11	0	0	0	4	5	13	10	12	7	5	12	16	7	17	14	9	11	11	12

Other Parties Voting Intention

UKIP	5	0	0	0	3	4	3	4	5	2	1	5	10	2	9	5	5	6	5	3
BNP	3	0	0	0	0	0	2	3	2	3	2	3	3	1	4	4	1	3	4	1
Green	2	0	0	0	0	0	6	1	3	2	2	2	2	2	2	3	3	1	1	1
SNP / PCY	1	0	0	0	1	0	1	1	1	0	0	1	1	1	1	0	0	2	0	7
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	0	1	0	0	1	1	1	1	2	0	1	0	1

Non Voters

Would Not Vote	8	0	0	0	2	3	6	7	9	10	10	7	6	7	9	7	11	7	7	4
Don't know	16	0	0	0	10	8	25	11	20	20	18	14	14	14	17	9	19	16	14	19

21-22
Dec

22-23
Dec

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

Approve	33	33	86	4	51	71	8	26	37	30	27	36	31	37	39	26	35	39	34	29	24
Disapprove	52	52	5	93	27	16	88	55	54	51	57	48	55	52	50	56	54	46	51	58	65
Don't know	15	14	9	3	22	12	5	19	10	18	16	16	14	12	11	18	12	16	15	13	11

Weighted Sample
Unweighted Sample

Total	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
1635	483	516	109	497	441	386	798	837	195	418	563	459	917	692	208	532	349	403	143
1635	466	498	114	470	410	409	799	836	116	395	648	476	1091	518	267	513	337	366	152
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

8-9
Dec **22-23**
Dec

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 Labour	43	40	80	7	49	72	10	40	44	36	24	39	37	51	42	37	50	47	36	33	28
Applies most to the Conservatives	22	25	2	55	24	5	48	29	28	23	33	28	27	18	25	26	17	20	29	31	32
Applies most to the Liberal Democrats	7	7	5	12	4	6	13	3	8	5	8	4	8	8	7	7	7	5	7	8	11
Applies to none of them	13	11	7	14	9	7	15	13	10	12	8	11	11	13	13	9	11	9	12	12	14
Don't know	14	17	6	13	14	9	15	15	9	24	27	18	17	11	13	21	15	18	17	16	15

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

Applies most to Labour	30	31	3	75	12	6	68	29	33	29	32	30	36	25	32	29	35	18	36	35	43
Applies most to the Conservatives	24	22	57	2	14	52	4	12	23	21	14	20	22	27	23	21	25	28	19	17	14
Applies most to the Liberal Democrats	17	15	19	5	58	15	6	28	17	13	12	13	15	18	18	12	12	18	12	15	16
Applies to none of them	16	17	13	8	5	16	10	20	16	18	15	17	15	22	16	20	18	17	17	18	15
Don't know	13	15	7	9	12	11	12	12	11	19	27	20	13	9	12	19	10	18	16	15	12

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

Applies most to the Conservatives	29	28	64	5	28	55	10	20	32	24	21	29	24	34	31	24	35	32	25	24	20
Applies most to Labour	17	16	3	42	11	5	35	15	20	13	15	15	20	13	17	15	15	10	19	21	23
Applies most to the Liberal Democrats	9	5	7	4	17	6	3	8	5	6	2	5	7	5	6	5	4	5	7	5	8
Applies to none of them	29	32	16	36	29	20	36	42	32	33	33	30	33	34	32	32	34	31	29	33	39
Don't know	16	18	10	13	15	15	16	15	11	25	29	21	16	14	15	23	12	22	20	17	12

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

Applies most to the Conservatives	46	47	16	81	44	17	75	60	50	44	38	47	49	47	46	48	48	38	51	48	61
Applies most to Labour	21	20	48	3	23	44	4	14	23	17	14	18	20	26	23	16	24	24	19	17	14
Applies most to the Liberal Democrats	10	8	14	5	6	13	4	7	7	9	7	7	7	9	8	8	7	8	7	9	9
Applies to none of them	9	9	10	5	10	11	6	6	9	9	7	9	8	9	9	8	8	11	7	9	5
Don't know	15	17	12	6	17	15	11	13	12	21	35	19	15	8	14	20	13	19	16	18	12

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	38	100
	Male 25 to 39	168	211
	Male 40 to 54	325	279
	Male 55 +	268	208
	Female 18 to 24	78	95
	Female 25 to 39	227	207
	Female 40 to 54	323	284
	Female 55 +	208	250
Region			
	North England	366	403
	Midlands	219	269
	East England	145	162
	London	267	208
	South England	368	369
	Wales	118	80
	Scotland	152	143
Social Grade			
	AB	606	451
	C1	485	467
	C2	222	338
	DE	296	354
Newspaper Type			
	Express / Mail	324	247
	Sun / Star	179	349
	Mirror / Record	111	252
	Guardian / Independent	143	53
	FT / Times / Telegraph	207	137
	Other Paper	179	188
	No Paper	492	408
Political Party Identification			
	Labour	517	531
	Conservative	418	468
	Liberal Democrat	179	193
	Others	173	52
	None/ DK	348	391

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