

YouGov / The Sun Survey Results

Sample Size: 2080 GB Adults

Fieldwork: 30th November - 1st December 2010

	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	2080	659	605	173	651	549	473	1014	1066	250	531	713	586	1163	877	266	678	444	508	183
Unweighted Sample	2080	634	576	190	633	502	501	1038	1042	146	494	829	611	1368	672	272	701	403	471	232
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't Know and Wouldn't vote]

Con	41	100	0	0	93	2	14	40	43	33	41	36	51	43	39	47	50	42	33	22
Lab	38	0	100	0	2	93	31	39	37	43	39	43	31	35	43	36	29	36	49	49
Lib Dem	11	0	0	100	1	1	45	10	12	8	14	11	9	13	8	10	12	10	11	8
Other	10	0	0	0	4	4	9	11	8	16	6	10	10	9	10	7	8	11	7	20

Other Parties Voting Intention

UKIP	3	0	0	0	2	0	2	4	2	2	2	2	4	3	3	3	4	3	1	1
SNP / PCY	2	0	0	0	0	1	1	2	2	3	2	2	2	2	2	0	1	2	0	17
Green	2	0	0	0	0	1	5	3	2	5	2	2	1	2	2	2	2	1	2	2
BNP	2	0	0	0	1	0	1	3	1	5	0	3	2	2	3	0	1	5	2	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	1	2	0	1	0	1	1	0	1	0	1	1

Non Voters

Would Not Vote	9	0	0	0	4	3	4	8	9	17	11	8	4	6	12	8	9	9	8	8
Don't know	15	0	0	0	7	11	24	12	18	23	19	11	13	15	16	16	14	17	15	16

29-30 Nov | 30 Nov - 1 Dec

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

Approve	38	38	86	5	55	76	8	35	41	35	25	39	35	46	43	31	39	43	39	35	25
Disapprove	46	46	4	84	24	13	80	48	46	46	48	43	51	42	41	53	45	40	47	52	56
Don't know	16	16	10	11	21	12	12	18	13	19	26	19	14	11	16	15	16	18	14	14	18

	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	2080	659	605	173	651	549	473	1014	1066	250	531	713	586	1163	877	266	678	444	508	183	
Unweighted Sample	2080	634	576	190	633	502	501	1038	1042	146	494	829	611	1368	672	272	701	403	471	232	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

16-17 Nov
30 Nov - 1 Dec

How well or badly do you think the government are meeting their aims of...

Reducing the government's deficit

Very well	9	10	24	2	9	20	2	6	12	8	8	9	10	12	11	9	12	10	12	6	8
Fairly well	42	42	68	20	61	63	23	44	44	40	34	41	40	48	47	34	42	47	40	40	28
TOTAL WELL	51	52	92	22	70	83	25	50	56	48	42	50	50	60	58	43	54	57	52	46	36
Fairly badly	23	22	5	38	19	8	37	26	21	24	19	23	24	21	19	26	17	22	21	26	23
Very badly	15	15	0	30	2	4	28	11	15	14	23	13	16	11	13	17	16	9	15	18	21
TOTAL BADLY	38	37	5	68	21	12	65	37	36	38	42	36	40	32	32	43	33	31	36	44	44
Don't know	11	12	4	10	9	5	11	14	8	14	16	14	11	8	10	14	12	11	12	9	19

Reforming Britian's political system

Very well	3	3	8	0	4	7	0	1	3	3	4	2	3	4	3	3	3	3	4	2	3
Fairly well	27	25	53	7	36	45	7	25	27	24	15	28	21	32	28	22	24	30	24	25	16
TOTAL WELL	30	28	61	7	40	52	7	26	30	27	19	30	24	36	31	25	27	33	28	27	19
Fairly badly	29	32	19	42	34	21	42	38	33	31	37	32	33	28	30	34	28	30	36	33	32
Very badly	23	21	1	40	8	6	40	19	22	20	25	19	24	19	20	23	23	18	17	24	30
TOTAL BADLY	52	53	20	82	42	27	82	57	55	51	62	51	57	47	50	57	51	48	53	57	62
Don't know	19	18	20	10	18	20	12	17	14	23	20	19	19	17	18	19	22	19	20	15	19

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	58	128
Male 25 to 39	213	264
Male 40 to 54	434	356
Male 55 +	333	266
Female 18 to 24	88	121
Female 25 to 39	281	267
Female 40 to 54	395	358
Female 55 +	278	320
Region		
North England	471	508
Midlands	300	339
East England	204	204
London	272	266
South England	497	474
Wales	103	105
Scotland	232	183
Social Grade		
AB	809	571
C1	559	592
C2	267	428
DE	405	449
Newspaper Type		
Express / Mail	431	312
Sun / Star	206	441
Mirror / Record	121	317
Guardian / Independent	175	66
FT / Times / Telegraph	277	181
Other Paper	208	241
No Paper	662	521
Political Party Identification		
Labour	630	676
Conservative	561	596
Liberal Democrat	246	249
Others	252	64
None/ DK	391	495

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