

YouGov / The Sun Survey Results

Sample Size: 2109 GB Adults
Fieldwork: 6th - 7th December 2010

	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	2109	682	632	155	678	538	481	1024	1085	254	538	725	593	1182	891	269	684	451	522	183	
Unweighted Sample	2109	643	597	158	642	506	498	1010	1099	158	510	824	617	1399	674	325	694	388	460	242	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	42	100	0	0	92	4	14	38	46	35	40	38	49	45	37	43	53	44	32	22
Lab	39	0	100	0	3	91	39	41	36	42	44	42	30	35	43	39	28	38	49	48
Lib Dem	9	0	0	100	2	1	37	10	9	14	7	10	10	10	9	9	11	11	8	8
Other	10	0	0	0	4	3	11	11	9	9	9	11	11	9	11	9	8	7	11	23

Other Parties Voting Intention

UKIP	4	0	0	0	2	1	2	4	4	0	1	4	6	3	4	3	4	2	6	1
SNP / PCY	2	0	0	0	0	1	2	2	2	2	2	2	2	2	2	0	0	1	0	19
Green	2	0	0	0	0	1	5	2	2	4	2	2	2	2	2	2	3	1	2	2
BNP	2	0	0	0	1	1	0	3	0	2	2	2	1	1	2	2	1	3	2	1
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	0	1	1	0	2	1	0	0	1	2	1	0	1	0

Non Voters

Would Not Vote	8	0	0	0	2	3	4	6	9	14	10	6	4	6	9	9	6	8	8	7
Don't know	15	0	0	0	10	10	22	12	18	19	17	14	12	13	17	13	17	17	13	11

5-6 Dec
6-7 Dec

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

Approve	39	38	87	3	55	74	9	28	38	37	26	34	37	47	41	33	36	45	39	31	27
Disapprove	47	46	5	88	21	13	81	54	49	44	44	48	50	42	42	51	44	38	43	57	59
Don't know	14	16	8	9	24	13	10	18	13	19	30	18	13	11	16	16	20	17	18	12	13

22-23 Nov
6-7 Dec

Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?

Strongly support	9	8	19	0	16	16	1	8	8	7	5	5	8	11	9	5	8	9	8	5	7
Tend to support	37	35	62	4	62	57	8	37	36	34	29	34	33	40	38	30	31	42	34	32	24
TOTAL SUPPORT	46	43	81	4	78	73	9	45	44	41	34	39	41	51	47	35	39	51	42	37	31
Tend to oppose	25	24	12	34	17	15	32	26	23	24	29	24	23	22	24	23	30	20	25	22	28
Strongly oppose	21	24	2	59	1	5	54	24	29	20	21	25	27	23	21	30	22	19	23	31	34
TOTAL OPPOSE	46	48	14	93	18	20	86	50	52	44	50	49	50	45	45	53	52	39	48	53	62
Don't know	9	9	5	3	4	7	5	6	4	14	16	13	8	4	8	12	8	11	10	9	8

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	59	129
	Male 25 to 39	207	267
	Male 40 to 54	409	359
	Male 55 +	335	269
	Female 18 to 24	99	125
	Female 25 to 39	303	270
	Female 40 to 54	415	366
	Female 55 +	282	323
Region			
	North England	460	522
	Midlands	287	346
	East England	186	203
	London	325	269
	South England	508	481
	Wales	101	105
	Scotland	242	183
Social Grade			
	AB	834	580
	C1	565	601
	C2	287	435
	DE	387	456
Newspaper Type			
	Express / Mail	405	319
	Sun / Star	239	447
	Mirror / Record	150	323
	Guardian / Independent	155	65
	FT / Times / Telegraph	273	180
	Other Paper	231	247
	No Paper	656	527
Political Party Identification			
	Labour	651	687
	Conservative	561	599
	Liberal Democrat	234	255
	Others	243	66
	None/ DK	420	503

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