

YouGov / The Sun Survey Results

Sample Size: 1982 GB Adults
Fieldwork: 8th - 9th 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 1982	633	604	174	656	511	465	965	1017	238	507	679	559	1115	841	253	648	425	485	171	
Unweighted Sample 1982	616	559	176	643	464	494	945	1037	140	475	812	555	1302	654	258	670	405	442	207	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	41	100	0	0	91	4	10	37	45	33	42	36	48	47	32	41	53	39	35	18
Lab	39	0	100	0	3	92	37	40	37	45	40	43	31	34	45	47	26	42	46	49
Lib Dem	11	0	0	100	2	2	44	13	9	16	10	10	12	11	11	9	14	8	11	10
Other	9	0	0	0	4	1	9	9	9	7	7	11	9	7	11	3	7	11	8	23

Other Parties Voting Intention

UKIP	3	0	0	0	2	0	1	3	3	0	1	3	5	2	4	1	3	3	3	2
SNP / PCY	2	0	0	0	1	0	3	2	2	1	2	3	1	2	2	0	1	2	0	15
Green	2	0	0	0	0	0	3	2	2	0	3	2	0	1	2	1	2	1	1	4
BNP	2	0	0	0	1	0	2	2	2	5	1	1	2	1	3	0	0	4	3	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	0	1	1	1	1	1	0	2	1	1

Non Voters

Would Not Vote	7	0	0	0	2	3	4	6	9	14	10	5	4	5	10	7	7	8	7	8
Don't know	14	0	0	0	8	7	25	9	19	15	17	14	12	15	14	15	14	16	16	6

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

		7-8 Dec	8-9 Dec																		
Approve	37	39	87	5	63	74	9	34	43	35	32	39	36	45	45	31	39	49	35	34	24
Disapprove	48	46	5	88	19	15	81	49	47	46	40	43	53	43	41	53	51	34	47	53	63
Don't know	15	15	8	7	18	11	10	17	11	19	28	18	10	12	14	16	11	17	18	13	13

Weighted Sample
Unweighted Sample

	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
1982	633	604	174	656	511	465	965	1017	238	507	679	559	1115	841	253	648	425	485	171
1982	616	559	176	643	464	494	945	1037	140	475	812	555	1302	654	258	670	405	442	207
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

24-25
Nov 8-9 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	44	43	81	9	61	76	11	42	47	40	26	41	43	54	49	35	39	53	41	39	32
Applies most to the Conservatives	24	22	1	50	20	1	47	26	26	19	28	24	25	16	21	24	22	16	21	28	34
Applies most to the Liberal Democrats	7	7	4	14	2	5	12	4	8	6	3	6	8	9	5	10	2	6	10	7	8
Applies to none of them	10	13	9	17	12	10	17	15	11	15	14	11	14	13	14	11	19	11	12	13	12
Don't know	15	14	5	10	5	7	13	13	9	20	30	19	10	8	11	19	17	13	16	13	14

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

Applies most to Labour	30	30	3	77	10	5	71	28	32	29	28	27	36	28	29	32	31	22	33	36	37
Applies most to the Conservatives	25	24	59	3	12	52	6	10	24	24	20	24	23	27	26	22	21	31	23	21	13
Applies most to the Liberal Democrats	16	17	23	5	57	20	7	29	19	16	9	17	17	22	21	13	21	20	16	14	16
Applies to none of them	16	16	10	10	14	14	9	20	17	15	19	16	16	14	16	16	15	14	14	18	24
Don't know	13	13	6	5	7	8	7	13	9	16	24	16	8	9	9	17	12	13	14	11	11

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

Applies most to the Conservatives	28	29	66	6	28	59	8	19	31	26	20	31	26	33	33	22	29	35	27	25	19
Applies most to Labour	17	17	2	46	10	3	41	16	20	15	17	14	20	17	15	21	19	13	16	23	21
Applies most to the Liberal Democrats	11	9	9	6	28	8	7	15	8	10	6	5	9	13	8	10	5	11	8	9	9
Applies to none of them	29	29	16	33	23	21	30	34	30	28	26	31	31	26	31	26	31	26	32	28	36
Don't know	15	16	6	10	11	8	14	16	11	21	32	18	13	10	12	22	16	16	17	16	14

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

Applies most to the Conservatives	47	46	16	81	40	18	77	55	48	43	39	44	50	44	43	49	46	37	44	51	67
Applies most to Labour	23	21	44	3	29	42	4	15	22	20	13	21	21	23	27	13	19	25	22	19	12
Applies most to the Liberal Democrats	8	10	18	5	10	17	7	7	10	10	14	6	9	13	9	11	7	13	12	8	3
Applies to none of them	7	9	10	5	14	11	5	10	10	7	7	9	9	9	9	8	11	8	7	11	7
Don't know	15	15	11	6	8	13	7	14	9	20	26	19	11	10	12	18	17	17	14	11	11

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	121
Male 25 to 39	184	253
Male 40 to 54	398	337
Male 55 +	303	253
Female 18 to 24	80	116
Female 25 to 39	291	253
Female 40 to 54	414	342
Female 55 +	252	305
Region		
North England	442	485
Midlands	299	325
East England	181	190
London	258	253
South England	489	458
Wales	106	100
Scotland	207	171
Social Grade		
AB	754	548
C1	548	567
C2	281	411
DE	373	430
Newspaper Type		
Express / Mail	439	299
Sun / Star	190	423
Mirror / Record	113	305
Guardian / Independent	175	60
FT / Times / Telegraph	255	171
Other Paper	184	226
No Paper	626	498
Political Party Identification		
Labour	616	645
Conservative	556	566
Liberal Democrat	238	237
Others	210	61
None/ DK	362	473

YouGov is a member of the British Polling Council and abides by its rules.

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