

# YouGov / The Sun Survey Results

Sample Size: 1810 GB Adults  
Fieldwork: 13th - 14th 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	
<b>Weighted Sample</b>	<b>1810</b>	544	589	131	558	476	379	878	932	220	461	621	509	1016	767	233	587	390	442	158	
<b>Unweighted Sample</b>	<b>1810</b>	522	585	124	526	489	387	860	950	139	495	688	488	1181	602	280	570	352	422	186	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>39</b>	100	0	0	93	2	13	35	43	35	37	36	45	44	31	42	47	43	31	22
Lab	<b>42</b>	0	100	0	3	96	37	45	39	48	46	44	35	38	48	44	31	42	52	52
Lib Dem	<b>9</b>	0	0	100	1	0	38	10	9	10	9	10	9	10	8	7	15	6	7	6
Other	<b>9</b>	0	0	0	3	2	11	10	8	7	7	9	11	7	12	7	7	9	9	21

## Other Parties Voting Intention

SNP / PCY	<b>1</b>	0	0	0	0	0	2	2	1	3	2	1	1	1	1	0	0	0	0	15
Green	<b>1</b>	0	0	0	0	0	4	1	2	1	2	2	1	1	1	2	1	1	2	2
UKIP	<b>4</b>	0	0	0	2	1	3	4	4	1	1	4	7	3	5	2	5	5	4	3
BNP	<b>2</b>	0	0	0	1	0	2	3	1	2	1	2	1	1	3	2	1	2	2	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	0	0	1	0	1	1	0	0	1	1	0	0	1	0

## Non Voters

Would Not Vote	<b>10</b>	0	0	0	4	2	4	8	12	17	16	7	6	8	13	10	10	12	9	7
Don't know	<b>13</b>	0	0	0	10	9	19	9	17	13	17	13	10	13	14	13	16	12	11	15

12-13 Dec    13-14 Dec

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

Approve	36	<b>35</b>	87	4	47	73	7	27	39	32	36	29	34	42	41	28	32	42	35	34	21
Disapprove	50	<b>50</b>	6	90	28	16	85	58	50	50	46	52	54	47	45	57	54	41	51	54	67
Don't know	13	<b>14</b>	7	5	25	11	8	15	11	17	18	19	12	11	14	14	14	17	14	11	12

	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	
<b>Weighted Sample</b>	<b>1810</b>	544	589	131	558	476	379	878	932	220	461	621	509	1016	767	233	587	390	442	158
Unweighted Sample	1810	522	585	124	526	489	387	860	950	139	495	688	488	1181	602	280	570	352	422	186
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

29-30 Nov  
13-14 Dec

Which of the following do you think are the most important issues facing the country at this time? Please tick up to three

The economy	78	<b>75</b>	79	75	73	78	76	79	79	71	72	77	77	72	80	68	76	72	76	75	81
Immigration & Asylum	50	<b>47</b>	63	36	32	65	36	33	45	48	25	35	51	61	44	49	42	48	47	50	37
Education	19	<b>26</b>	18	37	32	18	36	36	25	27	34	26	24	25	28	24	33	29	23	22	24
Crime	23	<b>25</b>	32	24	18	33	22	19	25	24	24	22	24	28	25	24	21	25	27	26	23
Health	21	<b>22</b>	19	26	37	19	27	28	21	22	23	18	22	24	22	22	22	24	23	19	19
Pensions	17	<b>17</b>	17	19	23	17	19	20	19	16	5	10	20	26	17	18	19	16	12	20	27
Tax	17	<b>16</b>	11	20	12	13	20	14	15	16	21	24	14	9	15	16	12	14	18	17	18
Afghanistan	15	<b>16</b>	17	12	18	17	11	19	14	17	9	12	16	22	15	18	14	15	15	18	16
Family life & childcare	7	<b>9</b>	5	13	5	5	13	9	7	10	9	12	9	6	7	10	8	9	9	7	11
The environment	7	<b>7</b>	4	9	12	3	8	12	8	6	14	7	9	4	10	4	8	8	5	8	7
Europe	11	<b>7</b>	8	5	8	9	5	3	10	5	7	5	7	11	7	8	6	8	10	7	4
Transport	3	<b>4</b>	3	5	10	3	5	7	5	3	5	4	5	3	4	3	4	4	3	3	6
None of these	0	<b>0</b>	1	0	0	0	0	0	0	1	1	1	0	0	0	1	0	1	0	1	0
Don't know	3	<b>2</b>	1	0	0	1	1	0	1	3	7	3	2	0	1	4	1	2	3	2	2

And which of the following do you think are the most important issues facing you and your family? Please tick up to three.

The economy	66	<b>65</b>	67	70	62	66	71	65	69	61	65	65	71	58	69	60	66	63	65	65	72
Pensions	33	<b>34</b>	36	35	33	36	37	35	33	35	13	14	36	58	34	35	32	36	29	35	40
Health	32	<b>32</b>	30	36	43	29	36	37	30	34	29	21	30	46	30	35	32	35	30	31	29
Tax	31	<b>29</b>	28	34	26	30	33	26	33	26	24	40	29	23	29	30	29	28	28	32	30
Education	14	<b>16</b>	11	19	21	12	19	24	14	17	20	18	20	6	19	12	17	18	16	13	14
Crime	13	<b>15</b>	21	12	6	24	11	9	16	13	17	13	13	17	15	14	14	13	17	16	10
Family life & childcare	12	<b>14</b>	10	19	12	12	18	14	12	16	11	26	13	5	12	16	13	14	15	14	13
Immigration & Asylum	13	<b>13</b>	20	8	8	23	7	7	15	12	5	11	14	19	13	14	12	13	16	15	7
Transport	7	<b>9</b>	8	8	14	8	9	12	11	7	11	9	8	8	9	8	12	9	6	7	12
The environment	7	<b>6</b>	4	6	11	4	6	10	6	6	4	7	7	5	7	5	8	6	5	6	5
Europe	6	<b>4</b>	5	2	2	5	2	1	5	3	3	1	4	7	3	4	3	4	5	2	4
Afghanistan	3	<b>3</b>	3	2	1	2	2	2	2	3	3	1	2	5	3	3	2	4	2	2	2
None of these	3	<b>3</b>	3	2	4	3	3	4	2	4	3	3	2	5	3	3	2	4	2	4	2
Don't know	4	<b>3</b>	1	1	3	2	2	1	3	4	10	4	2	1	3	4	4	3	4	2	3

## 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.
<b>Age and Gender</b>		
Male 18 to 24	59	112
Male 25 to 39	213	231
Male 40 to 54	330	305
Male 55 +	258	229
Female 18 to 24	80	108
Female 25 to 39	282	229
Female 40 to 54	358	315
Female 55 +	230	279
<b>Region</b>		
North England	422	442
Midlands	253	296
East England	166	175
London	280	233
South England	404	412
Wales	99	93
Scotland	186	158
<b>Social Grade</b>		
AB	672	499
C1	509	517
C2	280	374
DE	322	392
<b>Newspaper Type</b>		
Express / Mail	340	272
Sun / Star	205	384
Mirror / Record	136	277
Guardian / Independent	172	54
FT / Times / Telegraph	222	161
Other Paper	203	208
No Paper	532	453
<b>Political Party Identification</b>		
Labour	619	588
Conservative	469	517
Liberal Democrat	186	217
Others	202	55
None/ DK	334	432

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