

YouGov / The Sun Survey Results

Sample Size: 2039 GB Adults
Fieldwork: 19th - 20th 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 2039	629	669	130	646	537	454	994	1045	245	525	698	572	1141	861	260	666	435	498	179	
Unweighted Sample 2039	586	656	139	598	532	478	973	1066	137	527	770	605	1334	668	271	673	396	476	223	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	40	100	0	0	91	3	12	37	43	38	41	35	46	44	34	39	51	41	32	24
Lab	43	0	100	0	3	95	46	45	40	43	43	49	35	40	48	47	31	42	53	57
Lib Dem	8	0	0	100	1	1	30	9	7	12	8	8	8	8	8	8	10	9	7	4
Other	9	0	0	0	4	1	12	8	9	6	8	9	11	8	10	7	9	8	8	15

Other Parties Voting Intention

UKIP	3	0	0	0	3	0	2	3	3	0	1	4	4	3	3	1	4	2	4	0
Green	2	0	0	0	0	0	6	2	3	3	5	1	2	2	2	4	3	1	2	1
SNP / PCY	1	0	0	0	0	0	2	2	1	1	0	2	2	1	2	0	0	1	0	14
BNP	1	0	0	0	0	0	1	1	1	1	1	1	2	1	2	1	1	2	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	0	1	1	1	1	0	1	1	1	1	1	1	1	1	0

Non Voters

Would Not Vote	9	0	0	0	3	3	5	7	11	17	13	7	5	7	11	6	10	8	11	4
Don't know	14	0	0	0	9	12	21	10	18	16	16	14	12	13	16	15	13	12	16	17

16-17
Dec

19-20
Dec

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

Approve	35	34	84	4	57	71	6	27	36	32	29	32	31	41	40	26	32	39	37	29	24
Disapprove	50	52	5	91	27	16	87	61	53	50	48	50	56	49	47	58	56	42	51	59	65
Don't know	15	14	11	5	16	13	7	13	11	18	24	18	13	10	13	16	12	19	12	12	11

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

5-6 Dec

Here is a list of problems facing the country.
Could you say for each of them which political party you think would handle the problem best?

National Health Service

Labour	34	35	3	86	10	5	80	41	42	28	32	30	41	34	35	36	44	24	34	40	52
Conservative	30	26	73	1	8	65	2	8	26	25	14	24	23	37	31	19	22	31	27	23	17
Liberal Democrat	5	6	3	1	52	3	2	15	7	4	7	5	5	6	6	5	6	6	6	5	5
Other	2	2	0	0	1	1	0	2	2	1	1	2	1	3	2	2	2	2	2	1	4
None	11	14	8	7	11	13	7	16	12	15	12	17	15	10	12	16	12	16	11	16	12
Don't know	16	18	13	5	19	13	8	19	10	26	34	22	14	11	14	23	15	21	21	16	10

Asylum and immigration

Conservative	40	36	74	20	25	68	20	26	39	33	27	37	35	40	43	27	38	37	33	37	32
Labour	15	16	1	43	3	1	40	15	18	14	13	13	19	15	14	18	20	11	17	16	24
Liberal Democrat	6	6	1	4	49	2	3	19	7	6	9	8	5	6	8	4	9	6	7	6	5
Other	7	6	2	4	1	4	4	4	7	4	2	5	6	8	5	7	3	5	8	7	4
None	17	19	11	17	10	14	19	21	19	18	14	17	22	18	16	22	18	19	18	18	21
Don't know	16	18	11	11	11	11	15	15	10	25	36	21	12	14	14	22	12	22	17	17	14

Law and order

Conservative	39	33	78	8	30	69	10	23	35	32	18	33	31	43	40	24	33	36	32	33	29
Labour	23	25	1	68	4	3	60	25	28	21	23	20	30	23	23	27	25	17	25	29	35
Liberal Democrat	4	4	1	1	42	2	2	13	5	4	6	5	3	4	6	3	6	4	5	3	3
Other	4	3	1	2	1	2	2	3	4	3	1	3	3	6	3	4	3	3	5	3	4
None	14	16	7	12	12	12	13	20	17	15	16	17	19	11	14	18	18	17	13	15	16
Don't know	17	19	12	9	11	12	13	17	11	26	35	22	15	13	14	25	15	23	19	17	14

Education and schools

Labour	32	32	3	82	7	4	78	33	38	27	26	29	38	30	31	34	41	21	32	36	51
Conservative	30	27	75	2	8	66	5	10	27	27	17	24	25	38	31	22	24	33	28	25	17
Liberal Democrat	7	8	5	2	57	6	2	20	9	6	10	7	7	8	10	5	7	8	9	6	7
Other	3	2	0	0	2	2	0	3	3	2	1	3	2	4	3	2	2	2	3	2	4
None	12	13	6	7	10	10	8	16	13	14	14	16	15	8	12	15	14	14	11	15	11
Don't know	16	17	12	6	15	13	8	18	10	24	32	21	14	12	14	21	13	22	18	16	11

		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		2039	629	669	130	646	537	454	994	1045	245	525	698	572	1141	861	260	666	435	498	179	
Unweighted Sample		2039	586	656	139	598	532	478	973	1066	137	527	770	605	1334	668	271	673	396	476	223	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Taxation																						
	Labour	27	29	2	77	7	4	68	31	35	24	29	28	32	27	29	30	33	21	30	33	41
	Conservative	35	28	76	3	15	67	4	13	30	26	17	24	26	39	33	21	28	32	27	26	21
	Liberal Democrat	7	7	4	3	51	4	2	19	7	6	9	7	6	6	8	5	9	7	7	6	7
	Other	3	2	0	0	1	1	0	2	3	2	1	1	2	4	2	3	2	2	4	2	3
	None	12	15	6	9	15	11	12	17	14	15	12	17	17	11	12	18	15	16	12	16	14
	Don't know	16	19	12	8	12	13	13	18	11	27	33	23	17	12	16	24	14	23	20	18	13
Unemployment																						
	Labour	29	30	4	76	13	6	68	33	36	24	25	27	35	29	30	31	34	23	28	36	40
	Conservative	31	26	72	3	9	63	5	10	26	26	15	23	25	35	31	19	26	30	26	24	18
	Liberal Democrat	6	5	2	1	48	3	1	14	6	4	9	4	4	5	6	4	6	4	6	5	5
	Other	3	2	0	1	1	1	0	2	3	2	1	2	2	3	2	3	2	2	3	2	3
	None	14	17	7	11	16	13	13	20	17	16	16	19	18	13	14	20	16	17	16	17	18
	Don't know	17	20	14	9	14	14	13	20	12	27	35	25	15	14	17	23	16	24	21	17	16
The economy in general																						
	Conservative	37	31	85	2	19	74	5	14	33	30	18	30	29	42	37	23	30	38	30	29	22
	Labour	26	28	0	77	6	3	68	31	34	23	23	25	33	27	26	31	32	20	29	33	37
	Liberal Democrat	4	4	1	1	49	1	1	14	5	4	7	5	3	4	5	3	6	4	5	4	3
	Other	3	2	0	0	1	1	0	2	2	2	1	1	2	3	2	2	2	2	3	1	4
	None	13	15	5	10	12	11	13	18	14	16	17	16	16	12	13	17	16	15	13	17	17
	Don't know	17	19	8	10	14	10	13	21	12	26	35	22	16	13	16	24	15	22	21	16	16
Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.																						
	Decisive	29	27	61	8	35	53	9	20	27	28	24	25	26	33	29	24	25	32	28	24	20
	Charismatic	28	26	48	15	33	40	15	26	28	24	25	33	24	23	30	21	29	29	24	26	16
	Sticks to what he believes in	31	24	49	10	30	45	10	17	22	26	15	21	26	27	27	19	22	27	23	22	22
	Strong	26	22	54	5	24	47	6	13	21	22	17	24	21	24	25	18	22	25	19	22	17
	A natural leader	22	22	51	5	34	45	7	17	22	22	17	26	19	25	27	16	21	27	20	21	14
	Honest	20	18	47	2	20	42	3	9	18	17	10	15	16	26	22	11	18	22	18	14	12
	Good in a crisis	15	14	37	1	20	32	2	8	14	13	7	13	13	18	16	11	11	17	12	13	10
	In touch with the concerns of ordinary people	13	12	34	0	11	29	1	6	12	12	7	11	12	16	13	11	12	14	13	10	10
	None of these	33	37	4	65	16	11	63	43	38	35	30	30	42	38	33	42	37	31	38	40	45
	Don't know	9	10	5	6	8	6	8	7	8	12	19	13	7	7	8	13	10	12	10	8	10

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that apply.

In touch with the concerns of ordinary people	21	19	5	47	9	6	42	21	21	17	15	14	22	22	19	20	20	15	19	20	30
Honest	17	15	4	36	4	5	35	13	17	12	11	11	17	16	15	14	22	9	17	15	18
Sticks to what he believes in	14	14	7	32	8	6	31	13	17	12	10	14	15	16	15	13	17	12	13	14	23
Decisive	8	9	2	20	8	3	20	8	11	6	12	6	9	9	8	9	7	6	12	9	13
Strong	8	7	2	19	4	2	20	4	9	6	9	8	9	5	7	8	9	6	10	7	10
A natural leader	5	5	2	11	4	2	10	5	6	3	4	5	5	5	5	4	4	4	6	6	6
Charismatic	8	5	2	12	4	2	12	4	7	4	9	4	6	5	5	5	4	5	5	4	11
Good in a crisis	4	4	1	10	2	0	10	3	5	3	3	4	4	4	4	4	4	4	5	2	7
None of these	39	40	61	14	46	62	15	38	44	37	34	38	41	44	42	38	40	45	38	41	28
Don't know	29	28	25	21	32	24	25	29	20	36	32	35	24	24	26	31	22	31	32	25	26

Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.

Charismatic	17	16	26	8	40	25	9	19	16	16	15	19	13	17	19	12	17	17	16	16	12
In touch with the concerns of ordinary people	15	13	27	3	39	24	2	13	12	13	7	12	11	18	16	9	14	15	14	10	12
Honest	14	12	24	3	46	23	2	14	14	10	9	9	12	17	15	8	12	14	13	9	12
Decisive	7	8	15	2	29	13	2	8	9	6	5	8	6	9	8	7	10	7	10	7	3
A natural leader	7	8	13	2	29	11	1	13	8	8	5	10	8	7	9	6	9	9	9	5	4
Strong	7	7	14	1	31	13	1	9	8	7	4	6	7	11	8	7	8	7	8	8	6
Sticks to what he believes in	6	5	9	2	13	8	2	4	6	5	2	3	5	8	5	5	4	6	5	5	3
Good in a crisis	5	5	10	1	16	9	1	5	5	5	4	3	4	7	6	4	6	6	4	4	2
None of these	47	51	28	77	12	32	76	51	54	48	50	45	56	52	49	55	52	45	51	55	62
Don't know	17	15	14	8	10	15	10	11	10	20	21	21	12	11	14	18	12	20	16	13	10

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	45	124
Male 25 to 39	223	261
Male 40 to 54	390	348
Male 55 +	315	260
Female 18 to 24	92	121
Female 25 to 39	304	263
Female 40 to 54	380	349
Female 55 +	290	311
Region		
North England	476	498
Midlands	291	335
East England	201	196
London	271	260
South England	472	469
Wales	105	100
Scotland	223	179
Social Grade		
AB	767	561
C1	567	581
C2	283	420
DE	385	440
Newspaper Type		
Express / Mail	372	307
Sun / Star	208	432
Mirror / Record	146	313
Guardian / Independent	163	66
FT / Times / Telegraph	251	174
Other Paper	214	236
No Paper	685	510
Political Party Identification		
Labour	685	658
Conservative	523	583
Liberal Democrat	231	246
Others	242	65
None/ DK	358	487

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