

YouGov / The Sun Survey Results

Sample Size: 1695 GB Adults
Fieldwork: 21st - 22nd 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	1695	527	533	101	519	451	398	827	868	203	433	578	481	953	719	219	551	361	415	148	
Unweighted Sample	1695	516	510	108	518	434	389	839	856	90	454	689	462	1095	577	235	552	333	396	179	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Headline Voting Intention																					
Con	41	100	0	0	91	3	15	37	45	37	40	37	48	45	35	44	47	45	34	27	
Lab	42	0	100	0	3	93	39	44	39	43	43	47	33	37	48	42	36	38	49	52	
Lib Dem	8	0	0	100	2	0	34	8	8	12	8	5	10	10	5	5	10	7	8	4	
Other	10	0	0	0	4	3	12	11	8	8	9	11	10	8	11	9	8	10	9	17	
Other Parties Voting Intention																					
SNP / PCY	2	0	0	0	0	0	2	2	2	2	1	2	2	2	2	0	0	1	1	14	
Green	2	0	0	0	0	1	7	2	3	5	3	2	1	3	2	5	2	2	1	2	
UKIP	3	0	0	0	2	1	1	4	2	0	2	4	4	2	4	2	3	3	4	0	
BNP	1	0	0	0	1	0	1	2	1	0	2	2	1	1	2	2	1	2	1	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	1	1	1	1	0	1	1	1	1	1	1	1	1	2	0	
Non Voters																					
Would Not Vote	8	0	0	0	2	2	6	7	9	14	12	6	4	7	10	13	6	7	11	3	
Don't know	16	0	0	0	9	9	27	12	20	19	15	15	16	14	19	12	18	18	13	20	
		20-21 Dec			21-22 Dec																
Do you approve or disapprove of the Government's record to date?																					
Approve	33	33	80	3	50	69	7	25	34	31	26	34	30	38	36	29	33	36	34	29	25
Disapprove	52	52	6	90	33	15	85	60	54	51	56	46	57	51	49	56	54	47	51	58	60
Don't know	15	15	14	7	17	15	7	14	12	18	18	20	14	11	15	15	13	17	16	13	15

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Unweighted Sample	516	510	108	518	434	389	839	856	90	454	689	462	1095	577	235	552	333	396	179	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	07-08 Dec	21-22 Dec																			
Which of these would make the best Prime Minister?																					
David Cameron	39	37	93	4	31	83	7	22	38	37	26	36	34	46	41	31	37	41	41	31	30
Ed Miliband	22	22	0	62	1	1	59	22	26	19	31	18	26	18	20	25	26	17	21	27	27
Nick Clegg	5	5	1	2	37	0	2	14	5	5	8	7	4	2	6	3	4	5	5	4	6
Don't know	34	35	6	31	32	16	33	42	32	39	35	39	35	33	32	40	34	36	33	37	37
If you had to choose, which of the following options would be best for Britain?																					
A majority Conservative government	29	30	77	1	4	72	4	12	30	29	16	27	28	39	32	25	35	34	29	24	22
A coalition between the Conservatives and Liberal Democrats	14	12	19	0	56	16	2	21	13	10	12	10	11	14	14	9	9	12	13	13	9
A coalition between Labour and the Liberal Democrats	10	10	1	16	24	1	13	20	10	11	19	12	10	6	12	9	11	12	11	8	9
A majority Labour government	28	29	0	80	2	3	73	24	33	25	27	25	34	28	26	33	29	25	24	35	41
Don't know	19	19	3	3	14	9	8	22	13	24	25	26	17	12	16	24	16	17	22	19	20

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	55	125
Male 25 to 39	215	260
Male 40 to 54	407	348
Male 55 +	293	260
Female 18 to 24	65	121
Female 25 to 39	307	259
Female 40 to 54	399	349
Female 55 +	291	310
Region		
North England	458	498
Midlands	300	332
East England	168	198
London	305	259
South England	493	466
Wales	94	103
Scotland	214	176
Social Grade		
AB	748	558
C1	549	578
C2	292	419
DE	405	439
Newspaper Type		
Express / Mail	380	305
Sun / Star	242	432
Mirror / Record	140	310
Guardian / Independent	184	63
FT / Times / Telegraph	245	176
Other Paper	222	234
No Paper	619	512
Political Party Identification		
Labour	670	655
Conservative	528	584
Liberal Democrat	217	247
Others	240	63
None/ DK	377	483

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