

YouGov / The Sun Survey Results

Sample Size: 1805 GB Adults
Fieldwork: 11th - 12th December 2012

	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	1805	443	634	170	566	467	376	877	928	218	460	617	509	1029	776	231	587	386	444	157
Unweighted Sample	1805	423	614	138	570	447	401	875	930	155	430	695	525	1250	555	247	655	367	429	107
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't knows and Wouldn't votes]

Con	31	100	0	0	74	3	9	30	31	33	26	28	35	36	23	30	36	32	29	10
Lab	44	0	100	0	6	92	42	42	45	41	48	51	33	38	52	42	37	45	47	55
Lib Dem	12	0	0	100	4	2	36	12	11	14	17	7	11	13	9	19	12	8	10	12
Other	14	0	0	0	16	3	13	15	13	12	9	13	20	13	16	9	15	14	13	22

Other Parties Voting Intention

UKIP	9	0	0	0	15	2	6	10	8	6	4	7	17	8	11	6	11	11	9	3
SNP / PCY	2	0	0	0	0	1	1	3	1	3	2	3	1	2	2	0	0	1	1	18
Green	2	0	0	0	0	0	5	2	2	1	2	2	1	2	1	2	2	1	1	1
BNP	0	0	0	0	0	0	0	0	1	0	0	0	1	0	1	0	1	1	0	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	0	1	0	0	1	0	1	0	0	1	1	0

Non Voters

Would Not Vote	7	0	0	0	3	2	4	7	8	8	10	8	3	6	9	5	7	8	9	4
Don't know	12	0	0	0	12	6	14	10	15	15	15	10	11	12	12	11	14	13	10	13

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

	Dec 10-11	Dec 11-12																			
Approve	27	26	69	4	38	50	8	20	31	21	23	29	22	29	30	20	31	31	23	25	11
Disapprove	58	59	16	91	42	33	86	65	59	60	51	53	64	63	56	63	50	54	60	62	82
Don't know	15	15	16	5	21	17	6	15	11	19	26	18	14	8	13	17	19	15	17	13	7

Which of these would make the best Prime Minister?

	Nov 27-28	Dec 11-12																			
David Cameron	34	33	93	4	23	74	8	16	35	31	36	31	29	38	38	26	40	38	32	31	14
Ed Miliband	24	25	0	62	8	5	56	24	25	24	25	22	28	23	21	29	22	21	25	28	30
Nick Clegg	5	5	1	2	34	1	2	14	6	4	8	5	5	4	6	3	8	7	3	4	3
Don't know	37	37	6	33	36	20	34	45	34	40	31	41	38	35	34	42	30	34	40	37	53

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

	Nov 27-28	Dec 11-12																			
If you had to choose, which of the following options would be best for Britain?																					
A majority Conservative government	30	30	87	1	5	73	3	10	32	28	31	21	27	40	35	23	31	36	30	26	13
A coalition between the Conservatives and Liberal Democrats	7	8	9	1	34	8	2	13	7	8	6	9	7	8	8	7	12	7	5	9	3
A coalition between Labour and the Liberal Democrats	13	13	1	18	42	1	17	26	14	12	17	17	11	11	14	12	14	13	9	17	16
A majority Labour government	31	32	0	78	3	6	71	32	31	33	22	29	39	30	28	37	30	26	35	32	46
Don't know	19	18	3	2	16	11	7	18	16	19	24	23	16	12	15	21	12	17	22	16	22

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	78	112
Male 25 to 39	185	231
Male 40 to 59	330	305
Male 60 +	282	229
Female 18 to 24	77	106
Female 25 to 39	245	229
Female 40 to 59	365	312
Female 60 +	243	280
Region		
North England	429	444
Midlands	279	296
East England	179	173
London	247	231
South England	476	413
Wales	88	90
Scotland	107	157
Social Grade		
AB	707	505
C1	543	523
C2	212	379
DE	343	397
Newspaper Type		
Express / Mail	345	289
Sun / Star	182	424
Mirror / Record	96	181
Guardian / Independent	144	81
FT / Times / Telegraph	140	171
Other Paper	230	208
No Paper	668	451
Political Party Identification		
Labour	583	587
Conservative	501	514
Liberal Democrat	168	217
SNP/Plaid Cymru	32	31
Others	108	23
None/ DK	413	433

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