

YouGov / The Sun Survey Results

Sample Size: 1966 GB Adults
Fieldwork: 7th - 8th December 2010

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	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	1966	633	630	129	629	509	451	954	1012	236	506	676	548	1097	828	251	645	420	480	170
Unweighted Sample	1966	600	608	130	598	487	455	988	978	147	480	776	563	1294	631	274	678	398	417	199
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	41	100	0	0	92	3	15	40	43	40	36	37	52	45	37	39	54	39	34	26
Lab	41	0	100	0	3	94	43	42	40	40	48	45	32	38	45	43	28	44	52	54
Lib Dem	8	0	0	100	1	1	32	7	10	12	9	9	6	10	7	10	11	7	7	4
Other	9	0	0	0	5	2	10	10	7	9	7	10	10	7	11	8	8	10	7	16

Other Parties Voting Intention

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

Non Voters

Would Not Vote	7	0	0	0	2	1	3	7	7	5	10	8	5	6	8	7	6	8	7	6
Don't know	15	0	0	0	10	10	23	10	20	19	19	13	13	14	17	11	14	17	18	13

6-7 Dec
7-8 Dec

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

Approve	38	37	84	5	56	73	8	28	38	35	35	32	35	43	41	31	37	46	34	31	26
Disapprove	46	48	8	88	20	15	82	57	51	46	46	49	53	43	45	53	47	39	50	55	62
Don't know	16	15	8	7	24	12	10	15	11	18	19	18	12	13	14	16	16	15	16	14	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	
Weighted Sample 1966	633	630	129	629	509	451	954	1012	236	506	676	548	1097	828	251	645	420	480	170	
Unweighted Sample 1966	600	608	130	598	487	455	988	978	147	480	776	563	1294	631	274	678	398	417	199	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

23-24
Nov 7-8 Dec

Which of these would make the best Prime Minister?

David Cameron	39	39	94	5	28	85	9	19	41	37	36	34	36	49	43	34	41	50	38	30	24
Ed Miliband	24	22	1	61	8	1	56	22	24	20	23	23	23	20	22	22	19	15	24	28	31
Nick Clegg	5	5	1	2	41	1	3	15	5	5	6	6	5	4	6	4	6	6	5	5	2
Don't know	32	34	5	32	22	13	33	44	29	38	36	37	36	27	29	40	34	30	33	36	43

If you had to choose, which of the following options would be best for Britain?

A majority Conservative government	29	29	75	2	4	71	4	8	32	26	25	26	25	38	31	26	32	36	29	24	16
A coalition between the Conservatives and Liberal Democrats	14	14	22	2	52	17	3	22	12	15	17	11	14	15	16	11	12	20	12	10	11
A coalition between Labour and the Liberal Democrats	12	10	0	15	24	1	12	21	11	9	11	13	8	10	11	9	11	9	10	11	12
A majority Labour government	28	28	1	78	5	2	70	26	32	25	26	26	35	23	27	30	29	19	28	35	44
Don't know	17	19	2	3	15	9	11	23	13	24	21	24	18	13	15	24	17	16	22	20	18

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	67	119
Male 25 to 39	218	251
Male 40 to 54	389	335
Male 55 +	314	247
Female 18 to 24	80	117
Female 25 to 39	262	254
Female 40 to 54	387	341
Female 55 +	249	300
Region		
North England	417	480
Midlands	285	321
East England	189	192
London	274	251
South England	489	453
Wales	113	99
Scotland	199	170
Social Grade		
AB	765	539
C1	529	558
C2	283	404
DE	348	424
Newspaper Type		
Express / Mail	392	297
Sun / Star	244	418
Mirror / Record	133	299
Guardian / Independent	189	67
FT / Times / Telegraph	251	169
Other Paper	212	225
No Paper	545	491
Political Party Identification		
Labour	637	640
Conservative	511	559
Liberal Democrat	203	235
Others	242	64
None/ DK	373	469

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