

YouGov / The Sun Survey Results

Sample Size: 2339 GB Adults
Fieldwork: 8th - 9th February 2011

	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	2339	664	778	186	724	633	490	1137	1202	282	597	799	660	1333	1006	298	758	499	573	203	
Unweighted Sample	2339	661	758	188	698	613	537	1108	1231	146	610	922	661	1529	810	213	842	492	576	208	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	36	100	0	0	88	3	15	35	38	33	37	31	43	40	30	43	45	35	30	19
Lab	43	0	100	0	4	92	37	42	44	44	44	48	34	40	47	40	33	43	55	46
Lib Dem	10	0	0	100	2	1	40	10	10	14	11	10	9	11	8	10	14	11	7	6
Other	11	0	0	0	7	4	9	13	9	8	7	11	14	9	14	7	8	11	8	30

Other Parties Voting Intention

UKIP	4	0	0	0	5	1	4	5	4	3	2	4	7	3	5	5	4	5	4	2
SNP / PCY	2	0	0	0	0	1	1	3	1	1	2	2	3	2	3	0	0	1	0	22
BNP	2	0	0	0	1	1	0	2	1	2	2	1	2	1	3	1	1	2	3	1
Green	1	0	0	0	0	1	4	2	1	0	2	2	1	1	1	1	2	1	1	3
Respect	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0
Other	1	0	0	0	0	1	0	1	1	1	1	1	1	1	2	1	1	1	0	2

Non Voters

<i>Would Not Vote</i>	8	0	0	0	3	2	4	6	10	16	8	8	4	5	12	8	8	7	8	9
<i>Don't know</i>	14	0	0	0	11	6	22	10	17	16	15	15	11	14	14	13	15	16	12	11

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

7-8 Feb

8-9 Feb

Approve	30	31	79	3	42	64	5	24	34	27	22	31	27	38	35	25	35	34	30	28	22
Disapprove	55	55	7	93	44	20	88	61	55	55	58	54	58	51	52	60	51	48	57	61	68
Don't know	15	14	14	4	14	16	7	15	11	18	20	16	14	11	13	16	15	18	14	11	11

Which of these would make the best Prime Minister?

25-26 Jan

8-9 Feb

David Cameron	37	35	94	3	19	80	6	19	38	32	24	34	32	45	40	28	39	41	33	31	24
Ed Miliband	23	24	0	65	8	1	61	20	26	22	22	26	27	20	24	24	21	19	23	30	31
Nick Clegg	5	6	1	2	47	2	2	18	6	5	8	7	5	4	7	4	7	6	5	5	5
Don't know	35	35	4	31	26	16	32	43	30	40	46	33	36	31	29	44	32	34	39	35	40

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

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

A majority Conservative government	28	28	78	0	1	69	3	8	29	26	23	24	24	36	30	24	32	33	27	22	18
A coalition between the Conservatives and Liberal Democrats	12	12	20	0	46	16	1	23	13	11	6	12	12	14	15	8	12	14	11	11	11
A coalition between Labour and the Liberal Democrats	11	11	0	15	30	2	11	26	11	11	16	12	12	9	11	11	8	13	10	11	15
A majority Labour government	29	31	0	82	5	3	76	22	32	30	24	33	34	28	29	33	31	23	31	39	39
Don't know	19	18	2	3	18	10	10	21	14	21	32	19	17	13	14	24	17	18	21	17	17

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	57	145
Male 25 to 39	282	300
Male 40 to 54	430	394
Male 55 +	339	298
Female 18 to 24	89	138
Female 25 to 39	328	297
Female 40 to 54	492	405
Female 55 +	322	362
Region		
North England	576	573
Midlands	377	382
East England	271	224
London	213	298
South England	571	534
Wales	115	117
Scotland	208	203
Social Grade		
AB	849	656
C1	680	677
C2	373	493
DE	437	514
Newspaper Type		
Express / Mail	479	351
Sun / Star	301	502
Mirror / Record	181	361
Guardian / Independent	165	71
FT / Times / Telegraph	182	199
Other Paper	270	269
No Paper	761	586
Political Party Identification		
Labour	747	759
Conservative	646	668
Liberal Democrat	270	281
Others	159	71
None/ DK	517	560

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