

YouGov / The Sun Survey Results

Sample Size: 1812 GB Adults
Fieldwork: 11th - 12th January 2011

	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	1812	507	598	130	533	502	397	887	925	216	466	619	511	1017	767	230	585	392	443	162
Unweighted Sample	1812	455	609	130	481	514	412	876	936	119	445	723	525	1169	615	252	566	315	434	245
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	36	100	0	0	91	2	11	36	37	27	35	35	43	43	26	40	47	36	27	21
Lab	43	0	100	0	2	95	37	42	43	56	44	47	33	38	50	37	31	47	54	50
Lib Dem	9	0	0	100	1	0	40	9	10	7	11	8	10	10	9	9	12	10	7	7
Other	11	0	0	0	6	3	12	13	10	10	10	11	14	9	15	15	11	7	12	21

Other Parties Voting Intention

UKIP	5	0	0	0	5	2	3	6	5	3	1	6	9	4	6	7	7	3	6	1
SNP / PCY	2	0	0	0	0	1	2	2	2	0	2	2	2	1	3	0	0	1	0	17
Green	2	0	0	0	0	0	4	2	2	0	3	2	1	2	2	1	3	1	1	1
BNP	1	0	0	0	0	0	0	1	1	2	1	1	1	1	2	2	0	1	2	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	3	1	1	5	2	0	0	1	2	3	0	0	2	2

Non Voters

Would Not Vote	9	0	0	0	3	3	5	7	11	17	9	9	5	7	11	7	9	8	12	7
Don't know	14	0	0	0	9	8	25	10	18	13	15	15	12	14	14	12	17	12	14	13

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

	10-11 Jan	11-12 Jan	Voting intention		2010 Vote			Gender		Age				Social grade		Region					
Approve	34	31	83	3	53	70	6	25	34	29	24	31	29	37	37	23	33	38	31	24	26
Disapprove	52	55	6	92	23	18	87	62	54	55	58	52	57	53	48	65	49	46	57	63	66
Don't know	15	14	11	4	24	12	7	14	12	16	18	18	13	10	15	12	18	16	12	13	8

	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 1812	507	598	130	533	502	397	887	925	216	466	619	511	1017	767	230	585	392	443	162	
Unweighted Sample	455	609	130	481	514	412	876	936	119	445	723	525	1169	615	252	566	315	434	245	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

21-22
Dec

11-12
Jan

Which of these would make the best Prime Minister?

David Cameron	37	35	94	4	34	83	6	21	39	32	25	35	33	44	41	27	37	44	34	28	25
Ed Miliband	22	23	0	65	1	1	61	15	26	20	29	22	24	20	21	26	19	17	27	29	28
Nick Clegg	5	4	1	1	43	1	0	16	5	4	4	5	5	4	5	4	4	5	5	4	4
Don't know	35	37	5	30	23	14	33	47	30	44	42	38	38	32	33	43	41	34	34	39	43

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

A majority Conservative government	30	28	78	1	7	73	3	9	31	25	16	23	26	40	32	22	35	33	28	21	17
A coalition between the Conservatives and Liberal Democrats	12	11	19	2	50	16	2	19	12	11	12	12	11	12	14	8	10	16	11	6	10
A coalition between Labour and the Liberal Democrats	10	12	0	13	26	2	11	25	12	11	13	16	10	9	13	10	9	11	10	14	15
A majority Labour government	29	30	0	80	1	2	73	23	31	29	34	29	32	28	25	38	26	21	32	40	40
Don't know	19	19	2	3	15	8	10	24	14	24	26	21	21	11	17	22	20	19	19	19	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	54	111
	Male 25 to 39	206	234
	Male 40 to 54	332	308
	Male 55 +	283	233
	Female 18 to 24	65	105
	Female 25 to 39	239	232
	Female 40 to 54	391	311
	Female 55 +	242	279
Region			
	North England	434	443
	Midlands	227	301
	East England	178	173
	London	252	230
	South England	388	412
	Wales	88	91
	Scotland	245	162
Social Grade			
	AB	643	500
	C1	526	517
	C2	279	375
	DE	336	392
Newspaper Type			
	Express / Mail	338	272
	Sun / Star	222	387
	Mirror / Record	131	278
	Guardian / Independent	154	57
	FT / Times / Telegraph	212	159
	Other Paper	198	211
	No Paper	557	450
Political Party Identification			
	Labour	630	586
	Conservative	441	521
	Liberal Democrat	198	219
	Others	221	55
	None/ DK	322	431

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