

# YouGov / The Sun Survey Results

Sample Size: 2022 GB Adults  
Fieldwork: 14th - 15th 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	
<b>Weighted Sample</b>	<b>2022</b>	652	619	127	660	526	450	980	1042	243	519	692	569	1138	858	256	655	436	499	176	
<b>Unweighted Sample</b>	<b>2022</b>	622	599	142	613	510	475	979	1043	146	508	767	601	1301	695	305	629	424	468	196	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>42</b>	100	0	0	92	5	15	40	45	48	37	40	47	44	39	44	56	42	32	22
Lab	<b>40</b>	0	100	0	3	93	39	42	38	35	45	43	34	38	43	40	25	45	49	52
Lib Dem	<b>8</b>	0	0	100	2	1	33	8	9	8	9	7	9	9	7	8	10	5	10	6
Other	<b>9</b>	0	0	0	3	2	12	10	9	9	9	10	9	9	11	8	9	8	9	20

## Other Parties Voting Intention

UKIP	<b>3</b>	0	0	0	2	1	3	3	3	1	1	4	5	2	4	4	4	2	3	1
SNP / PCY	<b>2</b>	0	0	0	0	0	4	2	2	1	2	2	2	2	2	0	0	2	0	17
Green	<b>2</b>	0	0	0	0	0	4	2	2	4	3	1	1	3	1	1	3	1	1	1
BNP	<b>2</b>	0	0	0	0	0	2	2	1	2	1	2	1	1	3	2	2	2	2	1
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	0	1	1	0	2	1	0	0	1	0	0	1	2	0

## Non Voters

Would Not Vote	<b>9</b>	0	0	0	4	2	3	7	11	14	12	9	5	7	12	7	15	5	7	6
Don't know	<b>15</b>	0	0	0	10	11	26	10	19	18	15	14	13	14	15	14	14	16	14	13

13-14  
Dec

14-15  
Dec

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

Approve	35	<b>35</b>	81	5	59	69	9	30	39	32	35	33	33	41	39	30	39	40	34	31	28
Disapprove	50	<b>50</b>	6	90	26	16	82	57	50	50	38	51	56	47	47	54	48	42	52	55	62
Don't know	14	<b>15</b>	13	5	15	14	9	13	11	18	26	16	12	12	14	16	12	18	14	13	10

	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
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Unweighted Sample	2022	622	599	142	613	510	475	979	1043	146	508	767	601	1301	695	305	629	424	468	196
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

30 Nov  
- 1 Dec

14-15  
Dec

How well or badly do you think the government are meeting their aims of...

Reducing the government's deficit

Very well	10	9	22	2	8	20	2	5	12	6	11	9	8	8	10	7	11	10	8	8	5
Fairly well	42	40	67	17	57	61	20	41	40	40	37	37	37	47	43	37	42	43	41	39	32
<b>TOTAL WELL</b>	<b>52</b>	<b>49</b>	<b>89</b>	<b>19</b>	<b>65</b>	<b>81</b>	<b>22</b>	<b>46</b>	<b>52</b>	<b>46</b>	<b>48</b>	<b>46</b>	<b>45</b>	<b>55</b>	<b>53</b>	<b>44</b>	<b>53</b>	<b>53</b>	<b>49</b>	<b>47</b>	<b>37</b>
Fairly badly	22	23	4	38	23	9	35	31	22	24	19	26	24	21	23	23	19	22	24	22	33
Very badly	15	18	1	37	2	4	34	14	19	16	11	15	23	16	15	21	18	14	16	22	23
<b>TOTAL BADLY</b>	<b>37</b>	<b>41</b>	<b>5</b>	<b>75</b>	<b>25</b>	<b>13</b>	<b>69</b>	<b>45</b>	<b>41</b>	<b>40</b>	<b>30</b>	<b>41</b>	<b>47</b>	<b>37</b>	<b>38</b>	<b>44</b>	<b>37</b>	<b>36</b>	<b>40</b>	<b>44</b>	<b>56</b>
Don't know	12	11	6	7	9	6	9	10	7	14	21	13	7	8	9	13	10	12	11	10	8
<b>Reforming Britian's political system</b>																					
Very well	3	3	7	1	3	7	1	1	3	2	5	3	2	3	3	3	3	2	2	4	2
Fairly well	25	24	53	5	41	47	8	20	26	23	20	24	22	28	26	23	32	26	23	20	24
<b>TOTAL WELL</b>	<b>28</b>	<b>27</b>	<b>60</b>	<b>6</b>	<b>44</b>	<b>54</b>	<b>9</b>	<b>21</b>	<b>29</b>	<b>25</b>	<b>25</b>	<b>27</b>	<b>24</b>	<b>31</b>	<b>29</b>	<b>26</b>	<b>35</b>	<b>28</b>	<b>25</b>	<b>24</b>	<b>26</b>
Fairly badly	32	30	17	38	39	20	35	43	29	31	29	31	28	32	30	31	29	28	34	28	35
Very badly	21	25	3	49	6	7	45	24	29	22	19	23	31	23	25	25	21	22	25	31	27
<b>TOTAL BADLY</b>	<b>53</b>	<b>55</b>	<b>20</b>	<b>87</b>	<b>45</b>	<b>27</b>	<b>80</b>	<b>67</b>	<b>58</b>	<b>53</b>	<b>48</b>	<b>54</b>	<b>59</b>	<b>55</b>	<b>55</b>	<b>56</b>	<b>50</b>	<b>50</b>	<b>59</b>	<b>59</b>	<b>62</b>
Don't know	18	18	20	7	11	20	11	11	13	22	25	19	18	13	16	19	15	21	17	17	13

## 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.
<b>Age and Gender</b>		
Male 18 to 24	64	124
Male 25 to 39	214	257
Male 40 to 54	377	342
Male 55 +	324	256
Female 18 to 24	82	119
Female 25 to 39	294	261
Female 40 to 54	390	349
Female 55 +	277	312
<b>Region</b>		
North England	468	499
Midlands	306	332
East England	174	194
London	305	256
South England	455	461
Wales	118	104
Scotland	196	176
<b>Social Grade</b>		
AB	725	559
C1	576	579
C2	293	419
DE	402	439
<b>Newspaper Type</b>		
Express / Mail	430	304
Sun / Star	220	431
Mirror / Record	131	311
Guardian / Independent	164	63
FT / Times / Telegraph	239	172
Other Paper	204	234
No Paper	634	507
<b>Political Party Identification</b>		
Labour	646	656
Conservative	535	574
Liberal Democrat	249	244
Others	241	62
None/ DK	351	487

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<http://today.yougov.co.uk>