

YouGov / The Sun Survey Results

Sample Size: 1922 GB Adults
Fieldwork: 15th - 16th 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	1922	604	607	138	625	511	414	934	988	230	493	661	538	1080	814	249	628	409	470	166
Unweighted Sample	1922	551	567	151	575	482	447	929	993	128	521	729	544	1289	605	269	624	337	443	249
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	41	100	0	0	91	2	14	40	41	44	35	37	47	43	36	46	50	40	30	27
Lab	41	0	100	0	3	93	39	42	40	38	44	45	35	38	45	40	31	41	51	46
Lib Dem	9	0	0	100	1	1	39	8	10	8	12	8	9	10	8	8	9	9	11	8
Other	10	0	0	0	5	4	8	10	9	10	9	9	10	8	11	5	9	10	8	20

Other Parties Voting Intention

UKIP	5	0	0	0	3	2	2	4	5	5	3	5	6	4	6	2	6	6	4	0
SNP / PCY	2	0	0	0	0	1	1	2	1	0	3	1	2	2	2	0	0	1	0	18
Green	1	0	0	0	0	0	4	2	1	1	2	1	0	2	1	2	2	1	1	1
BNP	1	0	0	0	0	0	0	1	0	1	0	1	0	0	1	0	0	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	1	0	1	1	2	3	1	1	1	1	2	1	1	1	2	0

Non Voters

Would Not Vote	8	0	0	0	3	2	7	6	10	9	11	9	4	7	10	9	8	7	8	10
Don't know	14	0	0	0	8	10	24	11	18	8	18	17	10	15	14	13	17	14	12	11

14-15
Dec

15-16
Dec

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

Approve	35	36	84	6	60	72	6	31	42	32	41	37	30	42	41	30	36	43	38	29	28
Disapprove	50	50	5	90	25	14	86	56	49	51	43	47	56	47	46	55	47	41	51	58	59
Don't know	15	14	11	5	15	14	8	12	10	18	16	16	14	11	13	15	16	16	11	13	13

Weighted Sample
Unweighted Sample

	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
1922	604	607	138	625	511	414	934	988	230	493	661	538	1080	814	249	628	409	470	166
1922	551	567	151	575	482	447	929	993	128	521	729	544	1289	605	269	624	337	443	249
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

1-2 Dec

15-16 Dec

Here are some statements that different people make about different political parties. In each case, which party do you think it applies to most - the Conservatives, Labour or the Liberal Democrats?

The kind of society it wants is broadly the kind of society I want

Applies most to the Conservatives	30	30	83	3	6	73	4	11	30	30	30	23	27	40	34	25	35	38	26	25	20
Applies most to Labour	28	29	1	79	5	4	74	22	32	26	29	31	29	25	28	30	28	22	31	34	34
Applies most to the Liberal Democrats	10	10	2	2	78	2	2	34	10	10	8	14	8	9	11	8	9	10	11	10	8
Applies to none of them	17	20	8	10	6	13	13	23	20	20	14	17	24	20	16	26	17	18	23	21	24
Don't know	14	11	6	5	4	8	8	11	8	14	20	14	11	5	11	12	11	12	9	10	15

It is led by people of real ability

Applies most to the Conservatives	27	27	70	2	18	63	3	13	29	24	23	24	23	34	30	22	31	32	26	22	13
Applies most to Labour	18	19	0	57	3	3	52	12	22	17	22	18	20	18	17	22	18	15	18	25	23
Applies most to the Liberal Democrats	5	5	1	0	49	1	1	16	4	6	3	7	3	6	5	5	6	4	5	5	4
Applies to none of them	32	33	17	29	17	20	30	40	33	33	29	32	37	31	32	34	29	32	32	33	44
Don't know	18	17	12	11	13	13	14	19	12	21	23	20	16	11	17	17	15	18	18	14	16

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	54	58	92	43	43	84	42	49	57	59	60	55	53	65	59	56	55	62	62	54	49
Applies most to Labour	11	10	0	27	5	1	26	7	12	8	5	8	15	7	9	10	12	6	8	14	14
Applies most to the Liberal Democrats	5	6	2	3	43	2	3	15	7	6	4	7	4	9	7	6	7	6	5	6	6
Applies to none of them	14	15	2	17	4	7	15	18	16	13	9	14	18	13	13	17	14	15	12	15	20
Don't know	15	12	4	10	5	6	13	11	9	14	21	17	10	6	12	12	12	11	13	12	11

It seems to chop and change all the time: you can never be quite sure what it stands for

Applies most to the Liberal Democrats	35	36	27	61	8	26	58	31	37	36	41	34	34	39	37	35	37	34	38	35	46
Applies most to Labour	28	28	58	4	58	52	5	28	30	26	24	26	27	33	30	25	28	32	26	27	19
Applies most to the Conservatives	14	15	3	24	15	6	25	15	15	15	11	15	16	15	13	18	16	11	14	20	17
Applies to none of them	8	6	3	3	9	4	4	9	6	7	5	7	9	3	6	7	4	7	6	7	7
Don't know	15	14	10	7	9	12	8	17	12	16	20	18	14	9	14	15	14	16	16	12	12

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	52	117
Male 25 to 39	222	244
Male 40 to 54	351	329
Male 55 +	304	244
Female 18 to 24	76	113
Female 25 to 39	299	249
Female 40 to 54	378	332
Female 55 +	240	295
Region		
North England	443	470
Midlands	247	314
East England	201	185
London	269	249
South England	423	443
Wales	90	96
Scotland	249	166
Social Grade		
AB	723	530
C1	566	549
C2	262	398
DE	343	417
Newspaper Type		
Express / Mail	387	288
Sun / Star	178	408
Mirror / Record	128	294
Guardian / Independent	178	63
FT / Times / Telegraph	212	166
Other Paper	222	220
No Paper	617	484
Political Party Identification		
Labour	606	624
Conservative	506	552
Liberal Democrat	238	231
Others	225	59
None/ DK	347	457

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