

YouGov / The Sun Survey Results

Sample Size: 1767 GB Adults

Fieldwork: 20th - 21st December 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	1767	554	554	133	546	440	409	859	908	214	451	604	498	1007	760	226	574	378	435	154
Unweighted Sample	1767	565	524	124	562	416	433	837	930	68	509	706	484	1154	613	180	632	374	418	163
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't knows and Wouldn't votes]

Con	40	100	0	0	91	4	15	37	43	22	33	38	53	43	35	48	51	38	30	19
Lab	40	0	100	0	2	92	37	42	38	50	45	45	27	35	46	34	25	46	55	45
Lib Dem	10	0	0	100	1	1	37	10	9	10	13	8	9	12	7	11	13	10	6	3
Other	11	0	0	0	6	4	11	11	10	17	9	9	11	10	12	7	10	7	9	33

Other Parties Voting Intention

UKIP	4	0	0	0	4	1	2	5	3	5	1	4	5	4	4	4	6	4	2	1
SNP / PCY	3	0	0	0	1	1	2	2	4	3	3	3	3	3	3	0	0	1	0	27
Green	3	0	0	0	1	1	4	3	2	7	4	1	2	2	3	1	2	1	5	3
BNP	1	0	0	0	1	0	0	1	0	0	0	1	1	0	1	1	1	0	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	0	1	1	1	1	2	1	1	1	1	2	2	1	1	0	1

Non Voters

Would Not Vote	8	0	0	0	2	2	5	6	10	14	12	8	2	7	10	9	6	10	11	4
Don't know	13	0	0	0	9	7	21	11	15	11	17	14	9	14	12	16	15	11	12	10

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

	Dec 19-20	Dec 20-21	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
Approve	32	31	82	4	34	68	6	22	32	30	12	27	28	47	34	27	33	40	29	24	18
Disapprove	52	53	6	90	49	16	84	65	55	51	60	56	56	44	50	57	46	45	55	62	65
Don't know	16	16	12	6	18	16	10	13	13	19	28	18	16	9	16	16	20	15	16	14	17

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

Which of these would make the best Prime Minister?

	Dec 6-7	Dec 20-21																			
David Cameron	35	38	96	5	16	87	8	21	39	38	24	31	37	52	41	34	44	47	36	29	27
Ed Miliband	20	19	0	53	7	1	46	19	21	17	29	17	20	14	16	23	17	12	20	25	27
Nick Clegg	6	6	1	3	53	0	2	19	7	6	5	10	5	5	8	3	7	6	7	7	3
Don't know	40	37	3	40	25	12	44	41	34	40	43	41	38	29	35	40	32	35	38	39	44

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

A majority Conservative government	30	33	89	2	2	82	5	11	32	34	17	24	32	50	35	31	39	41	33	25	18
A coalition between the Conservatives and Liberal Democrats	9	7	11	0	30	8	1	12	8	6	10	6	6	7	8	5	6	11	4	4	7
A coalition between Labour and the Liberal Democrats	13	13	0	18	47	1	13	34	15	12	8	19	13	10	16	10	9	14	13	12	18
A majority Labour government	30	28	0	76	3	2	72	19	30	26	38	27	30	21	24	33	24	17	30	37	41
Don't know	17	19	1	4	18	6	10	23	15	23	27	23	20	12	17	21	22	16	20	22	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	67	109
Male 25 to 39	196	225
Male 40 to 59	334	297
Male 60 +	259	223
Female 18 to 24	60	104
Female 25 to 39	256	223
Female 40 to 59	357	304
Female 60 +	230	273
Region		
North England	448	433
Midlands	244	288
East England	165	169
London	243	225
South England	408	403
Wales	77	88
Scotland	174	153
Social Grade		
AB	619	493
C1	563	510
C2	245	369
DE	332	387
Newspaper Type		
Express / Mail	345	281
Sun / Star	233	413
Mirror / Record	140	176
Guardian / Independent	98	79
FT / Times / Telegraph	131	167
Other Paper	229	202
No Paper	583	440
Political Party Identification		
Labour	518	572
Conservative	510	501
Liberal Democrat	202	211
SNP/Plaid Cymru	52	30
Others	76	23
None/ DK	401	422

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