

YouGov / The Sun Survey Results

Sample Size: 2139 GB Adults
Fieldwork: 25th - 26th January 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	2139	623	660	156	669	544	497	1040	1099	256	548	735	600	1197	903	274	697	458	523	188	
Unweighted Sample	2139	604	640	174	659	502	522	1065	1074	150	513	799	677	1409	691	286	722	416	488	227	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Don't Know and Wouldn't Vote]

Con	39	100	0	0	90	2	14	35	42	40	37	32	46	42	34	39	47	42	33	14
Lab	41	0	100	0	3	95	38	43	38	40	47	46	30	37	46	42	31	37	51	57
Lib Dem	10	0	0	100	1	0	37	10	10	11	8	10	10	11	8	12	11	8	9	6
Other	11	0	0	0	6	3	11	12	10	9	7	12	13	9	13	7	11	12	7	23

Other Parties Voting Intention

UKIP	5	0	0	0	4	1	3	5	5	2	1	6	8	5	5	2	7	6	4	2
SNP / PCY	2	0	0	0	0	1	1	2	2	2	2	2	1	2	2	0	0	2	0	15
Green	2	0	0	0	1	0	4	2	1	1	2	1	2	2	1	1	2	2	1	0
BNP	1	0	0	0	1	0	0	2	1	1	1	2	2	1	2	2	1	2	1	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	3	2	1	4	2	1	1	1	3	2	1	1	1	6

Non Voters

Would Not Vote	8	0	0	0	2	2	5	7	9	13	10	9	4	7	10	8	8	9	9	6
Don't know	16	0	0	0	14	11	23	11	21	21	18	15	14	16	17	11	15	21	18	14

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

	24-25 Jan	25-26 Jan	Voting intention			2010 Vote			Gender		Age				Social grade		Region				
Approve	31	31	82	4	55	65	5	27	34	29	27	30	28	38	34	27	38	37	29	27	19
Disapprove	54	54	5	93	26	20	89	58	56	53	45	55	60	51	50	61	50	45	57	60	74
Don't know	15	14	12	3	19	15	6	15	11	18	27	15	12	10	16	12	11	18	15	12	7

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Unweighted Sample	2139	604	640	174	659	502	522	1065	1074	150	513	799	677	1409	691	286	722	416	488	227
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

11-12
Jan

25-26
Jan

Which of these would make the best Prime Minister?

David Cameron	35	37	95	3	28	81	5	23	36	37	35	33	34	44	42	30	37	44	37	32	19
Ed Miliband	23	23	0	66	5	2	61	21	28	18	22	25	26	18	21	27	26	17	19	27	39
Nick Clegg	4	5	1	3	39	1	2	15	6	4	6	6	4	5	6	3	6	5	7	3	4
Don't know	37	35	4	27	27	17	32	41	30	40	37	36	36	32	31	40	30	34	37	37	38

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

A majority Conservative government	28	28	78	1	2	70	2	10	28	28	19	26	25	37	32	23	30	33	27	26	13
A coalition between the Conservatives and Liberal Democrats	11	12	20	1	49	15	1	20	12	11	11	10	11	15	14	9	12	16	11	8	7
A coalition between Labour and the Liberal Democrats	12	11	0	16	25	1	11	24	11	11	12	13	13	8	12	11	12	10	13	12	11
A majority Labour government	30	29	0	80	4	4	76	25	34	25	24	29	35	26	25	35	32	22	23	36	51
Don't know	19	19	3	1	19	10	9	21	14	25	35	21	16	15	18	21	13	19	25	18	18

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	70	130
Male 25 to 39	206	274
Male 40 to 54	401	363
Male 55 +	388	273
Female 18 to 24	80	126
Female 25 to 39	307	274
Female 40 to 54	398	372
Female 55 +	289	328
Region		
North England	488	523
Midlands	301	351
East England	212	206
London	286	274
South England	510	491
Wales	115	107
Scotland	227	188
Social Grade		
AB	810	588
C1	599	609
C2	302	441
DE	389	462
Newspaper Type		
Express / Mail	427	319
Sun / Star	203	454
Mirror / Record	131	327
Guardian / Independent	189	69
FT / Times / Telegraph	277	186
Other Paper	228	253
No Paper	684	533
Political Party Identification		
Labour	666	696
Conservative	582	610
Liberal Democrat	245	257
Others	233	68
None/ DK	413	509

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