

YouGov / The Sun Survey Results

Sample Size: 2082 GB Adults
Fieldwork: 16th - 17th November 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	
Weighted Sample	2082	646	650	176	647	563	472	1012	1070	251	529	716	587	1178	888	266	677	446	509	183	
Unweighted Sample	2082	609	606	182	614	523	496	1008	1074	145	517	811	609	1346	720	277	730	416	427	232	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	40	100	0	0	92	2	17	36	44	38	37	33	49	44	34	41	51	37	35	16
Lab	40	0	100	0	4	95	33	42	37	40	43	46	30	37	43	45	27	42	50	49
Lib Dem	11	0	0	100	1	1	40	10	11	17	12	11	8	11	10	7	14	12	8	11
Other	10	0	0	0	4	2	10	12	8	5	8	10	13	8	12	7	9	10	7	25

Other Parties Voting Intention

UKIP	3	0	0	0	4	1	1	4	3	0	2	3	6	3	4	3	4	5	2	2
SNP / PCY	2	0	0	0	0	1	2	3	1	0	2	1	3	2	3	0	0	2	0	19
Green	2	0	0	0	0	1	6	2	2	2	3	3	2	2	3	1	3	1	2	3
BNP	2	0	0	0	0	0	0	2	1	1	1	2	2	1	2	1	1	3	2	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	0	1	1	0	2	0	1	0	0	1	1	1	0	1	0

Non Voters

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

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

	15-16 Nov	16-17 Nov																			
Approve	38	38	85	6	57	73	9	37	41	35	38	30	35	48	43	31	37	43	37	35	28
Disapprove	48	47	5	87	22	14	80	48	49	45	42	47	53	41	42	52	48	38	47	53	59
Don't know	14	16	10	7	20	13	11	15	11	20	20	23	12	11	14	17	15	19	16	12	13

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

2-3 Oct
16-17 Nov

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

Reducing the government's deficit

Very well	10	9	21	3	6	20	3	5	12	6	9	8	8	11	9	9	12	9	9	9	4
Fairly well	42	42	70	18	64	62	20	46	43	42	45	40	37	50	49	34	44	49	41	39	29
TOTAL WELL	52	51	91	21	70	82	23	51	55	48	54	48	45	61	58	43	56	58	50	48	33
Fairly badly	23	23	3	39	18	7	39	25	23	23	22	22	27	20	21	26	21	19	26	23	37
Very badly	13	15	1	31	5	4	28	15	15	15	10	16	19	12	11	19	17	10	13	22	18
TOTAL BADLY	36	38	4	70	23	11	67	40	38	38	32	38	46	32	32	45	38	29	39	45	55
Don't know	11	11	5	8	7	7	10	9	7	14	14	14	10	7	10	11	7	13	11	8	11

Reforming Britian's political system

Very well	3	3	7	1	2	6	1	1	3	2	2	2	2	4	3	3	4	4	2	2	1
Fairly well	27	27	56	8	34	50	8	23	26	27	28	21	26	32	29	24	27	33	26	23	18
TOTAL WELL	30	30	63	9	36	56	9	24	29	29	30	23	28	36	32	27	31	37	28	25	19
Fairly badly	28	29	14	35	35	17	37	34	29	29	30	30	28	29	30	28	33	27	31	27	33
Very badly	22	23	2	46	11	6	41	23	27	18	21	23	27	17	21	25	20	15	23	32	28
TOTAL BADLY	50	52	16	81	46	23	78	57	56	47	51	53	55	46	51	53	53	42	54	59	61
Don't know	20	19	20	10	18	21	13	18	14	23	19	24	16	18	18	20	17	21	18	17	19

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	128
Male 25 to 39	224	264
Male 40 to 54	390	354
Male 55 +	327	265
Female 18 to 24	78	123
Female 25 to 39	293	264
Female 40 to 54	421	361
Female 55 +	282	321
Region		
North England	427	509
Midlands	309	343
East England	238	200
London	277	266
South England	492	477
Wales	107	103
Scotland	232	183
Social Grade		
AB	779	578
C1	567	599
C2	293	434
DE	427	455
Newspaper Type		
Express / Mail	442	314
Sun / Star	247	444
Mirror / Record	131	320
Guardian / Independent	156	64
FT / Times / Telegraph	214	178
Other Paper	248	243
No Paper	644	520
Political Party Identification		
Labour	658	675
Conservative	543	592
Liberal Democrat	250	250
Others	252	66
None/ DK	379	499

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