

YouGov / The Sun Survey Results

Sample Size: 1955 GB Adults
Fieldwork: 5th - 6th October 2010

	Voting intention			Gender		Age				Social grade		Region					
	Total	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	1955	639	601	167	954	1001	236	501	669	548	1102	832	253	635	420	478	170
Unweighted Sample	1955	579	604	188	954	1001	148	486	763	558	1242	692	258	655	380	443	219
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	42	100	0	0	42	42	34	43	37	50	45	37	49	52	40	33	25
Lab	40	0	100	0	41	38	44	37	45	33	35	47	36	29	40	53	49
Lib Dem	11	0	0	100	11	11	14	14	10	9	13	9	10	14	11	9	4
Other	7	0	0	0	7	8	7	5	8	8	7	8	5	5	9	5	22

Other Parties Voting Intention

UKIP	3	0	0	0	3	2	1	1	3	4	2	3	2	3	3	2	2
SNP / PCY	2	0	0	0	2	2	1	2	2	2	2	2	0	0	1	0	18
Green	1	0	0	0	0	2	3	2	1	0	1	1	1	1	1	2	0
BNP	1	0	0	0	2	1	1	1	2	1	1	2	1	1	3	1	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	1	1	1	0	1	0	0	1	1	0	1	0	1

Non Voters

Would Not Vote	8	0	0	0	7	9	8	14	7	5	6	12	13	8	8	9	5
Don't know	14	0	0	0	11	16	19	14	14	11	13	15	15	14	12	13	20

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

	04 - 05 Oct	05-06 Oct																
Approve	43	42	89	8	57	46	38	37	40	37	51	47	34	46	50	43	31	32
Disapprove	40	40	3	81	15	40	39	33	36	47	37	36	45	38	30	37	52	49
Don't know	17	19	8	11	27	14	23	30	23	17	12	17	21	16	20	20	17	20

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

	21-22 Sep	05-06 Oct																
How well or badly do you think the government are meeting their aims of...																		
Reducing the government's deficit																		
Very well	8	11	27	2	14	14	8	11	11	9	14	13	8	10	13	12	10	6
Fairly well	41	42	63	19	59	41	42	38	42	39	46	45	37	47	47	40	35	37
TOTAL WELL	49	53	90	21	73	55	50	49	53	48	60	58	45	57	60	52	45	43
Fairly badly	22	22	6	42	13	22	22	26	19	25	19	21	24	18	18	19	31	21
Very badly	14	13	0	27	4	13	12	8	11	15	13	11	16	14	9	11	14	23
TOTAL BADLY	36	35	6	69	17	35	34	34	30	40	32	32	40	32	27	30	45	44
Don't know	14	13	4	10	10	10	16	17	18	12	7	11	16	11	13	17	11	13
Reforming Britian's political system																		
Very well	3	4	11	0	5	6	3	5	4	3	7	4	5	3	5	6	4	2
Fairly well	28	28	52	10	45	28	27	20	29	28	30	31	24	31	34	25	21	21
TOTAL WELL	31	32	63	10	50	34	30	25	33	31	37	35	29	34	39	31	25	23
Fairly badly	30	29	15	41	28	31	28	43	27	28	27	28	31	27	26	33	30	32
Very badly	18	18	2	37	7	19	16	13	16	21	17	17	19	19	12	13	24	27
TOTAL BADLY	48	47	17	78	35	50	44	56	43	49	44	45	50	46	38	46	54	59
Don't know	21	21	20	12	15	16	26	19	24	21	19	21	22	20	22	22	20	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	64	121
Male 25 to 39	206	252
Male 40 to 54	381	333
Male 55 +	303	249
Female 18 to 24	84	115
Female 25 to 39	280	250
Female 40 to 54	382	337
Female 55 +	255	300
Region		
North England	443	478
Midlands	272	321
East England	199	188
London	258	253
South England	456	447
Wales	108	99
Scotland	219	170
Social Grade		
AB	724	542
C1	518	561
C2	289	406
DE	403	425
Newspaper Type		
Express / Mail	354	292
Sun / Star	225	417
Mirror / Record	158	300
Guardian / Independent	161	61
FT / Times / Telegraph	220	168
Other Paper	230	225
No Paper	607	492
Political Party Identification		
Labour	645	637
Conservative	495	560
Liberal Democrat	226	233
Others	216	60
None/ DK	373	465