

YouGov / The Sun Survey Results

Sample Size: 1936 GB Adults
Fieldwork: 8th - 9th November 2010

	Voting intention			Gender		Age				Social grade		Region					
	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	1936	609	584	198	940	996	233	497	667	539	1083	817	250	629	414	474	168
Unweighted Sample	1936	586	570	208	925	1011	133	498	779	526	1253	647	271	642	369	463	191
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	40	100	0	0	38	43	41	35	36	50	45	33	35	52	44	34	15
Lab	39	0	100	0	40	37	40	42	46	27	33	47	42	27	34	51	56
Lib Dem	13	0	0	100	12	14	10	17	12	13	15	9	16	16	12	10	10
Other	8	0	0	0	10	6	9	6	6	10	6	10	7	6	10	5	19

Other Parties Voting Intention

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

Non Voters

Would Not Vote	7	0	0	0	6	8	12	12	6	2	6	9	8	7	9	7	6
Don't know	15	0	0	0	12	18	13	18	15	14	14	17	15	16	14	14	16

7-8 Nov 8-9 Nov

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

Approve	38	39	86	5	57	40	38	37	34	35	49	46	30	38	47	43	32	24
Disapprove	45	46	6	89	29	48	44	46	45	53	37	40	54	51	37	37	56	63
Don't know	17	15	8	5	14	12	18	17	21	11	14	15	16	12	16	20	12	13

25-26 Oct 8-9 Nov

Do you support or oppose the coalition agreement between the Conservatives and Liberal Democrats?

Strongly support	10	10	22	0	20	10	9	3	7	10	15	11	7	6	12	9	9	6
Tend to support	38	37	63	7	53	37	36	42	35	33	40	42	29	40	43	38	29	25
TOTAL SUPPORT	48	47	85	7	73	47	45	45	42	43	55	53	36	46	55	47	38	31
Tend to oppose	21	21	10	30	18	20	22	19	23	23	19	19	25	20	18	22	25	22
Strongly oppose	22	23	2	58	4	27	20	24	19	28	22	19	29	23	17	22	29	34
TOTAL OPPOSE	43	44	12	88	22	47	42	43	42	51	41	38	54	43	35	44	54	56
Don't know	9	9	3	5	6	6	12	12	16	7	4	8	11	10	10	9	7	13

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	54	118
Male 25 to 39	203	250
Male 40 to 54	400	329
Male 55 +	268	243
Female 18 to 24	79	115
Female 25 to 39	295	247
Female 40 to 54	379	338
Female 55 +	258	296
Region		
North England	463	474
Midlands	270	315
East England	194	185
London	271	250
South England	448	444
Wales	99	99
Scotland	191	168
Social Grade		
AB	706	532
C1	547	551
C2	315	399
DE	332	418
Newspaper Type		
Express / Mail	380	292
Sun / Star	227	412
Mirror / Record	137	296
Guardian / Independent	183	60
FT / Times / Telegraph	241	169
Other Paper	192	224
No Paper	576	485
Political Party Identification		
Labour	624	628
Conservative	510	555
Liberal Democrat	214	233
Others	215	60
None/ DK	373	461

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