

YouGov / The Sun Survey Results

Sample Size: 1933 GB Adults
Fieldwork: 9th - 10th 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	1933	627	553	169	936	997	231	494	664	545	1088	820	246	633	410	475	168
Unweighted Sample	1933	586	539	180	917	1016	137	466	747	583	1246	662	277	657	375	423	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	42	100	0	0	39	44	45	37	38	49	44	39	51	52	40	32	22
Lab	37	0	100	0	38	36	35	43	42	28	35	40	30	25	38	52	45
Lib Dem	11	0	0	100	11	11	19	10	10	10	13	9	10	14	12	9	6
Other	10	0	0	0	12	8	1	10	10	13	9	12	9	9	10	7	28

Other Parties Voting Intention

UKIP	4	0	0	0	5	3	0	2	4	7	4	5	4	5	5	3	1
SNP / PCY	3	0	0	0	3	2	1	4	3	3	2	3	0	0	3	0	24
Green	1	0	0	0	1	2	1	1	2	1	1	1	2	2	1	1	1
BNP	1	0	0	0	2	1	0	1	1	2	0	2	2	1	1	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	0	1	1	1	1	1	1	1	0	1	0

Non Voters

Would Not Vote	7	0	0	0	5	9	13	10	6	3	5	10	9	5	10	7	4
Don't know	15	0	0	0	12	18	16	20	16	10	16	15	16	16	13	17	15

8-9 Nov
9-10 Oct

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

Approve	39	40	86	6	62	44	36	42	34	37	48	44	34	41	49	38	34	27
Disapprove	46	45	5	86	23	45	45	38	47	50	39	41	50	44	36	41	55	60
Don't know	15	15	9	8	15	11	19	20	20	12	13	15	16	15	15	22	11	13

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

		26-27 Oct	9-10 Oct	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
Which of these would make the best Prime Minister?																			
	David Cameron	39	39	93	3	29	40	38	34	35	35	50	41	36	45	47	38	31	25
	Ed Miliband	22	21	1	64	2	24	18	17	19	25	20	20	22	19	14	20	27	38
	Nick Clegg	8	8	2	4	48	9	6	17	6	7	6	8	7	7	8	10	7	4
	Don't know	31	32	4	29	20	26	38	31	41	33	24	31	34	29	31	32	35	34
If you had to choose, which of the following options would be best for Britain?																			
	A majority Conservative government	27	27	71	0	3	27	27	24	24	25	35	29	25	32	34	28	20	17
	A coalition between the Conservatives and Liberal Democrats	17	17	26	1	56	19	16	15	13	16	23	19	16	18	20	19	13	11
	A coalition between Labour and the Liberal Democrats	12	12	0	17	29	12	11	13	13	13	8	13	11	8	11	10	15	14
	A majority Labour government	27	26	0	78	2	29	24	22	26	29	24	24	29	27	18	23	34	40
	Don't know	17	18	3	4	9	13	22	26	25	16	9	15	20	16	17	20	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	57	118
Male 25 to 39	198	246
Male 40 to 54	365	324
Male 55 +	297	247
Female 18 to 24	80	113
Female 25 to 39	268	247
Female 40 to 54	382	339
Female 55 +	286	298
Region		
North England	423	475
Midlands	282	315
East England	197	186
London	277	246
South England	460	447
Wales	93	95
Scotland	201	168
Social Grade		
AB	750	534
C1	496	553
C2	260	401
DE	402	420
Newspaper Type		
Express / Mail	398	293
Sun / Star	218	410
Mirror / Record	129	296
Guardian / Independent	161	60
FT / Times / Telegraph	237	164
Other Paper	193	223
No Paper	597	486
Political Party Identification		
Labour	609	624
Conservative	520	553
Liberal Democrat	224	230
Others	191	59
None/ DK	389	467

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