

YouGov / The Sun Survey Results

Sample Size: 1857 GB Adults
Fieldwork: 10th - 11th 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	1857	581	594	103	575	496	404	910	947	223	479	633	522	1043	786	240	601	397	456	162
Unweighted Sample	1857	516	600	112	522	496	419	895	962	121	496	744	496	1192	637	256	595	358	447	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	40	100	0	0	93	4	16	39	41	36	35	37	49	43	36	38	52	39	32	24
Lab	41	0	100	0	3	92	40	40	42	44	48	42	33	38	45	46	30	43	48	47
Lib Dem	7	0	0	100	0	1	32	8	7	8	8	9	4	8	6	8	8	7	8	3
Other	12	0	0	0	4	3	13	13	11	12	9	12	15	11	13	8	10	12	12	27

Other Parties Voting Intention

UKIP	5	0	0	0	2	1	5	5	5	4	1	5	9	4	7	4	4	6	7	4
SNP / PCY	2	0	0	0	0	1	1	3	2	1	3	2	3	2	2	1	0	2	0	19
Green	2	0	0	0	1	0	5	3	2	4	2	3	1	3	2	2	4	1	2	3
BNP	2	0	0	0	1	1	1	3	1	3	2	2	1	2	2	0	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	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	1	1

Non Voters

Would Not Vote	8	0	0	0	1	2	5	5	9	13	9	6	6	7	8	12	7	8	5	10
Don't know	14	0	0	0	10	10	24	9	20	14	16	15	13	15	13	12	13	16	17	11

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

	8-10 Jan	10-11 Jan																			
Approve	33	34	81	6	53	71	10	25	39	28	32	31	33	37	38	28	35	39	32	30	28
Disapprove	53	52	8	89	26	15	82	58	51	52	58	51	52	49	49	55	48	45	54	57	58
Don't know	14	15	11	5	21	15	8	17	9	20	11	18	14	14	14	16	17	16	14	13	14

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

	20-21 Dec	10-11 Jan																			
Strongly support	9	7	18	1	17	14	1	8	10	4	7	6	6	10	9	5	7	9	6	6	7
Tend to support	31	35	67	8	65	61	12	35	37	32	29	34	35	37	37	31	39	42	32	28	26
TOTAL SUPPORT	40	42	85	9	82	75	13	43	47	36	36	40	41	47	46	36	46	51	38	34	33
Tend to oppose	24	22	10	29	10	15	28	23	19	25	19	25	21	22	22	22	21	18	22	27	24
Strongly oppose	25	27	3	58	4	6	54	26	27	26	30	22	30	26	23	31	22	22	28	31	34
TOTAL OPPOSE	49	49	13	87	14	21	82	49	46	51	49	47	51	48	45	53	43	40	50	58	58
Don't know	11	9	3	4	4	5	5	8	6	12	15	13	8	5	8	11	11	8	12	9	8

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	53	114
	Male 25 to 39	220	241
	Male 40 to 54	361	315
	Male 55 +	259	235
	Female 18 to 24	68	109
	Female 25 to 39	276	238
	Female 40 to 54	383	317
	Female 55 +	237	286
Region			
	North England	447	456
	Midlands	256	303
	East England	170	178
	London	256	240
	South England	425	424
	Wales	102	94
	Scotland	201	162
Social Grade			
	AB	687	512
	C1	505	530
	C2	286	384
	DE	351	402
Newspaper Type			
	Express / Mail	359	277
	Sun / Star	229	394
	Mirror / Record	117	284
	Guardian / Independent	154	58
	FT / Times / Telegraph	212	158
	Other Paper	176	213
	No Paper	610	471
Political Party Identification			
	Labour	631	601
	Conservative	449	528
	Liberal Democrat	181	223
	Others	241	59
	None/ DK	355	445

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