

YouGov / The Sun Survey Results

Sample Size: 1913 GB Adults
Fieldwork: 13th - 14th September 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	1913	613	597	179	927	986	231	490	659	533	1071	808	246	624	410	468	165
Unweighted Sample	1913	570	583	204	923	990	140	480	775	518	1212	667	266	648	365	454	180
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	40	100	0	0	38	42	29	41	36	50	43	36	40	50	42	34	22
Lab	39	0	100	0	40	38	39	39	46	32	35	45	42	29	35	51	47
Lib Dem	12	0	0	100	12	12	16	15	10	10	14	10	11	14	13	9	9
Other	9	0	0	0	10	8	16	5	9	8	8	9	7	7	10	6	22

Other Parties Voting Intention

SNP / PCY	3	0	0	0	3	2	7	2	3	1	2	3	1	1	1	0	20
UKIP	2	0	0	0	2	3	1	0	2	4	1	4	2	2	3	2	0
BNP	2	0	0	0	4	1	5	1	2	2	2	2	1	2	3	2	0
Green	1	0	0	0	1	2	4	1	1	1	1	1	3	1	1	1	1
Respect	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	0	0	0	0	0	0	0

Non Voters

Would Not Vote	7	0	0	0	6	8	12	11	6	3	6	9	9	9	8	5	3
Don't know	13	0	0	0	10	17	17	16	12	10	12	15	11	16	10	14	11

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

	12-13 Sep	13-14 Sep																
Approve	37	39	86	7	55	44	35	27	38	36	49	45	31	41	44	42	32	30
Disapprove	45	43	4	85	18	43	42	47	40	46	39	38	49	42	35	40	52	52
Don't know	18	18	11	8	27	13	23	26	22	18	12	17	20	17	21	18	16	18

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

	30-31 Aug	13-14 Sep																
Strongly support	9	9	20	0	20	10	8	6	9	8	13	11	6	11	9	11	8	6
Tend to support	39	37	66	10	63	38	36	37	38	34	40	41	32	37	45	42	29	24
TOTAL SUPPORT	48	46	86	10	83	48	44	43	47	42	53	52	38	48	54	53	37	30
Tend to oppose	23	22	11	35	12	21	23	22	21	23	22	21	24	21	20	18	23	36
Strongly oppose	19	21	1	51	2	23	18	14	18	25	20	18	25	22	15	19	28	23
TOTAL OPPOSE	42	43	12	86	14	44	41	36	39	48	42	39	49	43	35	37	51	59
Don't know	11	11	2	5	4	7	15	21	15	10	4	9	14	8	12	10	12	11

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	117
Male 25 to 39	193	244
Male 40 to 54	389	326
Male 55 +	274	241
Female 18 to 24	73	114
Female 25 to 39	287	247
Female 40 to 54	386	333
Female 55 +	244	292
Region		
North England	454	468
Midlands	273	316
East England	180	185
London	266	246
South England	468	438
Wales	92	94
Scotland	180	165
Social Grade		
AB	719	526
C1	493	545
C2	298	395
DE	369	413
Newspaper Type		
Express / Mail	365	287
Sun / Star	237	410
Mirror / Record	125	292
Guardian / Independent	150	59
FT / Times / Telegraph	233	164
Other Paper	192	219
No Paper	611	482
Political Party Identification		
Labour	621	619
Conservative	477	546
Liberal Democrat	230	226
Others	209	62
None/ DK	376	460