

YouGov / The Sun Survey Results

Sample Size: 1959 GB Adults
Fieldwork: 12th - 13th 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	1959	624	614	166	949	1010	235	509	668	547	1100	830	250	639	417	480	173
Unweighted Sample	1959	583	605	179	938	1021	152	528	744	535	1266	664	287	626	365	473	208
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	41	100	0	0	38	44	32	41	35	51	46	34	46	52	40	32	22
Lab	40	0	100	0	43	37	42	40	49	30	35	47	39	28	39	55	51
Lib Dem	11	0	0	100	10	12	15	12	9	11	13	8	9	15	11	7	9
Other	8	0	0	0	9	7	11	7	7	8	6	10	5	6	10	6	18

Other Parties Voting Intention

UKIP	3	0	0	0	3	2	0	3	2	5	2	4	2	3	4	2	0
SNP / PCY	2	0	0	0	2	2	5	2	1	2	1	3	0	1	1	0	15
Green	1	0	0	0	1	2	3	1	2	1	2	1	2	1	1	2	1
BNP	1	0	0	0	2	1	3	1	1	1	1	1	1	0	2	2	2
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	1	1	1	0	0	1	0	0	2	1	0

Non Voters

Would Not Vote	8	0	0	0	6	10	14	15	5	3	7	10	7	8	11	7	7
Don't know	14	0	0	0	10	19	12	16	15	12	14	15	18	13	15	13	13

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

		11-12 Oct	12-13 Oct															
Approve	43	38	83	5	60	41	35	28	38	33	48	44	30	45	44	36	33	24
Disapprove	39	45	4	88	20	47	43	47	42	51	39	39	52	39	35	46	53	62
Don't know	18	17	13	6	20	12	22	24	20	16	13	17	18	16	21	18	14	15

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

28-29
Sep

12-13
Oct

Which of these would make the best Prime Minister?

David Cameron	40	39	94	4	28	40	38	26	35	35	53	45	32	41	48	39	31	25
Ed Miliband	24	24	0	70	3	29	20	27	23	29	18	21	29	21	15	24	34	38
Nick Clegg	8	7	1	3	49	8	6	8	9	6	5	8	6	8	7	8	5	7
Don't know	28	30	5	23	20	23	36	38	32	30	23	26	34	30	29	30	30	30

If you had to choose, which of the following options would be best for Britain?

A majority Conservative government	27	25	68	1	2	27	24	16	22	22	36	29	20	30	32	25	18	16
A coalition between the Conservatives and Liberal Democrats	15	18	29	2	57	18	18	13	18	16	22	19	16	17	21	18	18	10
A coalition between Labour and the Liberal Democrats	11	12	0	16	28	13	11	16	15	12	9	12	12	12	11	12	12	15
A majority Labour government	28	27	0	76	2	31	23	25	23	35	22	23	33	24	18	24	36	45
Don't know	18	18	3	4	12	11	24	30	22	15	11	16	19	17	17	22	16	14

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	58	120
Male 25 to 39	211	251
Male 40 to 54	370	330
Male 55 +	299	248
Female 18 to 24	94	115
Female 25 to 39	317	258
Female 40 to 54	374	338
Female 55 +	236	299
Region		
North England	473	480
Midlands	263	319
East England	172	186
London	287	250
South England	454	453
Wales	102	99
Scotland	208	173
Social Grade		
AB	739	540
C1	527	560
C2	306	405
DE	358	425
Newspaper Type		
Express / Mail	368	296
Sun / Star	225	416
Mirror / Record	141	300
Guardian / Independent	171	60
FT / Times / Telegraph	238	167
Other Paper	201	227
No Paper	615	494
Political Party Identification		
Labour	634	636
Conservative	497	558
Liberal Democrat	228	237
Others	218	60
None/ DK	382	468