

# YouGov / The Sun Survey Results

Sample Size: 1971 GB Adults  
Fieldwork: 14th - 15th 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
<b>Weighted Sample</b>	<b>1971</b>	656	615	188	963	1008	237	505	677	551	1104	833	254	641	421	482	175
Unweighted Sample	1971	597	596	199	922	1049	142	514	793	522	1281	656	295	658	352	470	196
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>42</b>	100	0	0	39	44	49	39	34	50	44	39	42	56	42	31	19
Lab	<b>39</b>	0	100	0	40	38	31	41	45	34	37	43	40	26	41	51	52
Lib Dem	<b>12</b>	0	0	100	13	11	13	13	13	10	12	12	11	13	12	12	12
Other	<b>7</b>	0	0	0	8	6	6	7	8	6	8	6	7	6	5	6	18

## Other Parties Voting Intention

Green	<b>2</b>	0	0	0	2	2	3	3	2	0	2	1	1	2	2	2	1
UKIP	<b>2</b>	0	0	0	2	2	0	1	2	3	2	2	2	3	1	2	1
SNP / PCY	<b>1</b>	0	0	0	1	2	1	1	2	2	1	2	0	0	1	0	16
BNP	<b>1</b>	0	0	0	2	0	3	2	1	1	1	1	4	0	1	2	0
Respect	<b>0</b>	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0
Other	<b>0</b>	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0

## Non Voters

Would Not Vote	<b>7</b>	0	0	0	6	8	11	10	7	3	6	9	8	7	7	8	5
Don't know	<b>13</b>	0	0	0	10	16	17	16	13	9	14	13	13	13	12	12	20

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

	13-14 Sep	14-15 Sep																
Approve	39	<b>37</b>	83	3	52	39	36	33	34	35	45	41	31	41	47	36	31	18
Disapprove	43	<b>45</b>	5	86	22	46	44	41	41	51	43	42	49	45	35	46	51	63
Don't know	18	<b>18</b>	12	10	26	15	20	25	25	14	12	17	19	14	18	18	18	19

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

	31 Aug-1 Sept	14-15 Sep																
A majority Conservative government	28	<b>28</b>	71	1	8	27	28	20	26	25	36	29	26	32	36	28	20	14
A coalition between the Conservatives and Liberal Democrats	16	<b>16</b>	24	1	49	17	14	19	13	15	17	17	14	14	18	18	14	7
A coalition between Labour and the Liberal Democrats	13	<b>11</b>	0	18	22	12	11	10	16	10	9	12	10	11	11	10	12	15
A majority Labour government	25	<b>26</b>	0	74	4	30	23	20	21	32	27	26	27	28	16	27	33	42
Don't know	19	<b>19</b>	5	6	16	14	24	31	24	18	10	16	23	15	19	18	21	21

## 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.
<b>Age and Gender</b>		
Male 18 to 24	62	121
Male 25 to 39	220	255
Male 40 to 54	373	336
Male 55 +	267	251
Female 18 to 24	80	116
Female 25 to 39	294	250
Female 40 to 54	420	341
Female 55 +	255	300
<b>Region</b>		
North England	470	482
Midlands	254	321
East England	187	187
London	295	254
South England	471	454
Wales	98	100
Scotland	196	175
<b>Social Grade</b>		
AB	723	542
C1	558	562
C2	289	407
DE	367	426
<b>Newspaper Type</b>		
Express / Mail	377	299
Sun / Star	216	417
Mirror / Record	142	301
Guardian / Independent	152	62
FT / Times / Telegraph	241	170
Other Paper	209	230
No Paper	634	492
<b>Political Party Identification</b>		
Labour	631	641
Conservative	504	560
Liberal Democrat	237	238
Others	242	62
None/ DK	357	470