

# YouGov / The Sun Survey Results

Sample Size: 1936 GB Adults  
Fieldwork: 19th - 20th 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
<b>Weighted Sample</b>	<b>1936</b>	622	596	174	942	994	234	494	664	544	1086	820	252	629	413	476	166
<b>Unweighted Sample</b>	<b>1936</b>	602	597	170	920	1016	144	501	739	552	1255	651	312	635	378	428	183
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>41</b>	100	0	0	39	43	34	44	35	48	46	33	36	52	44	34	20
Lab	<b>39</b>	0	100	0	39	40	34	35	49	33	35	46	44	27	39	48	52
Lib Dem	<b>11</b>	0	0	100	13	10	25	13	9	8	11	11	11	13	12	10	7
Other	<b>9</b>	0	0	0	10	7	8	9	7	11	8	10	8	8	5	9	21

## Other Parties Voting Intention

SNP / PCY	<b>2</b>	0	0	0	2	2	2	2	2	2	2	2	0	0	1	0	19
Green	<b>2</b>	0	0	0	2	3	4	3	2	1	2	3	3	3	1	3	1
UKIP	<b>2</b>	0	0	0	3	1	0	1	1	4	2	2	2	3	1	2	0
BNP	<b>2</b>	0	0	0	3	1	1	1	2	3	2	2	2	2	2	3	1
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	1	0	1	1	1	0	1	2	0	0	1	0

## Non Voters

Would Not Vote	<b>8</b>	0	0	0	8	7	20	10	4	4	7	8	6	8	6	10	6
Don't know	<b>14</b>	0	0	0	10	17	11	20	13	11	12	16	14	13	13	15	14

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

		18-19 Oct			19-20 Oct													
Approve	41	<b>39</b>	86	5	58	41	36	35	39	35	45	44	30	35	47	42	30	29
Disapprove	42	<b>44</b>	4	89	21	44	44	40	40	50	41	39	51	45	33	44	52	53
Don't know	17	<b>18</b>	10	7	21	15	20	25	21	15	14	17	19	20	19	14	18	18

	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	1936	622	596	174	942	994	234	494	664	544	1086	820	252	629	413	476	166
Unweighted Sample	1936	602	597	170	920	1016	144	501	739	552	1255	651	312	635	378	428	183
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

05-06  
Oct

19-20  
Oct

How well or badly do you think the government are meeting their aims of...

Reducing the government's deficit

Very well	11	11	27	1	13	13	9	8	10	10	15	12	9	9	13	12	9	8
Fairly well	42	41	64	18	62	43	40	35	46	39	42	43	38	43	48	40	35	34
<b>TOTAL WELL</b>	<b>53</b>	<b>52</b>	<b>91</b>	<b>19</b>	<b>75</b>	<b>56</b>	<b>49</b>	<b>43</b>	<b>56</b>	<b>49</b>	<b>57</b>	<b>55</b>	<b>47</b>	<b>52</b>	<b>61</b>	<b>52</b>	<b>44</b>	<b>42</b>
Fairly badly	22	22	2	41	16	20	23	24	17	25	20	20	23	20	16	25	26	23
Very badly	13	14	1	31	4	15	13	12	13	17	13	12	17	15	10	14	18	21
<b>TOTAL BADLY</b>	<b>35</b>	<b>36</b>	<b>3</b>	<b>72</b>	<b>20</b>	<b>35</b>	<b>36</b>	<b>36</b>	<b>30</b>	<b>42</b>	<b>33</b>	<b>32</b>	<b>40</b>	<b>35</b>	<b>26</b>	<b>39</b>	<b>44</b>	<b>44</b>
Don't know	13	12	6	9	6	8	15	21	14	8	11	12	12	13	13	9	13	14

Reforming Britian's political system

Very well	4	4	10	0	3	4	4	1	3	4	5	3	4	3	4	5	3	3
Fairly well	28	28	53	7	40	28	28	30	29	24	32	31	24	27	32	27	26	21
<b>TOTAL WELL</b>	<b>32</b>	<b>32</b>	<b>63</b>	<b>7</b>	<b>43</b>	<b>32</b>	<b>32</b>	<b>31</b>	<b>32</b>	<b>28</b>	<b>37</b>	<b>34</b>	<b>28</b>	<b>30</b>	<b>36</b>	<b>32</b>	<b>29</b>	<b>24</b>
Fairly badly	29	26	12	38	34	25	28	32	27	27	22	25	27	25	25	30	25	28
Very badly	18	22	3	45	8	27	18	15	19	28	21	20	25	23	17	21	27	31
<b>TOTAL BADLY</b>	<b>47</b>	<b>48</b>	<b>15</b>	<b>83</b>	<b>42</b>	<b>52</b>	<b>46</b>	<b>47</b>	<b>46</b>	<b>55</b>	<b>43</b>	<b>45</b>	<b>52</b>	<b>48</b>	<b>42</b>	<b>51</b>	<b>52</b>	<b>59</b>
Don't know	21	20	22	10	14	17	23	22	22	17	20	21	19	21	22	18	19	17

## 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	55	119
	Male 25 to 39	224	246
	Male 40 to 54	365	328
	Male 55 +	276	249
	Female 18 to 24	89	114
	Female 25 to 39	277	248
	Female 40 to 54	374	336
	Female 55 +	276	295
<b>Region</b>			
	North England	428	476
	Midlands	278	316
	East England	193	186
	London	312	252
	South England	442	443
	Wales	100	97
	Scotland	183	166
<b>Social Grade</b>			
	AB	697	534
	C1	558	553
	C2	281	400
	DE	370	419
<b>Newspaper Type</b>			
	Express / Mail	376	293
	Sun / Star	193	414
	Mirror / Record	144	296
	Guardian / Independent	154	61
	FT / Times / Telegraph	231	169
	Other Paper	206	221
	No Paper	632	482
<b>Political Party Identification</b>			
	Labour	650	628
	Conservative	508	553
	Liberal Democrat	205	233
	Others	192	59
	None/ DK	381	462

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