

YouGov / The Sun Survey Results

Sample Size: 1968 GB Adults

Fieldwork: 22nd - 23rd November 2010

	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	1968	658	623	152	643	497	444	958	1010	236	500	678	554	1106	835	255	641	418	483	170
Unweighted Sample	1968	600	632	149	564	518	458	947	1021	151	517	772	528	1278	663	289	637	391	476	175
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	42	100	0	0	93	2	15	40	44	35	41	40	48	44	39	41	53	44	33	23
Lab	40	0	100	0	4	94	39	39	40	42	42	41	35	37	43	44	24	41	55	49
Lib Dem	10	0	0	100	1	2	37	10	10	9	9	12	8	10	10	9	12	9	7	10
Other	9	0	0	0	2	2	9	11	6	14	7	8	9	9	8	5	11	7	6	19

Other Parties Voting Intention

UKIP	3	0	0	0	2	0	1	3	2	1	3	2	3	3	2	0	5	2	3	0
SNP / PCY	2	0	0	0	0	1	1	2	1	4	1	2	2	2	2	0	0	1	0	17
Green	2	0	0	0	0	0	6	2	2	5	3	2	1	2	2	2	4	2	1	1
BNP	1	0	0	0	0	0	0	2	1	1	1	1	2	1	2	3	1	2	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	0	1	1	3	0	0	1	1	0	0	0	0	1	0

Non Voters

Would Not Vote	7	0	0	0	2	2	4	6	9	12	11	6	3	6	9	6	7	8	9	4
Don't know	13	0	0	0	6	7	19	9	16	17	15	12	11	13	13	10	13	12	15	12

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

	21-22 Nov	22-23 Nov																			
Approve	38	39	86	5	53	76	8	31	41	37	31	39	37	44	41	36	38	49	37	32	25
Disapprove	45	46	4	87	25	12	83	50	46	45	47	42	50	43	43	50	47	36	46	52	62
Don't know	17	15	9	8	22	12	9	19	13	18	22	18	14	12	16	15	15	15	17	16	13

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

	8-9 Nov	22-23 Nov																			
Strongly support	10	9	20	0	17	18	1	8	9	8	5	7	8	12	9	8	8	10	10	6	6
Tend to support	37	37	65	6	57	61	9	38	39	35	34	39	37	36	41	31	41	47	33	29	26
TOTAL SUPPORT	47	46	85	6	74	79	10	46	48	43	39	46	45	48	50	39	49	57	43	35	32
Tend to oppose	21	25	10	40	20	13	39	27	24	26	26	25	24	25	23	28	23	19	28	27	38
Strongly oppose	23	21	2	48	1	4	46	18	22	19	21	16	24	21	20	22	20	15	22	27	24
TOTAL OPPOSE	44	46	12	88	21	17	85	45	46	45	47	41	48	46	43	50	43	34	50	54	62
Don't know	9	9	2	5	5	3	5	9	5	12	13	12	6	6	7	11	8	8	8	11	6

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	66	120
Male 25 to 39	218	249
Male 40 to 54	381	338
Male 55 +	282	251
Female 18 to 24	85	116
Female 25 to 39	299	251
Female 40 to 54	391	340
Female 55 +	246	304
Region		
North England	476	483
Midlands	294	320
East England	180	189
London	289	255
South England	457	451
Wales	97	98
Scotland	175	170
Social Grade		
AB	726	543
C1	552	563
C2	317	408
DE	346	427
Newspaper Type		
Express / Mail	401	298
Sun / Star	208	420
Mirror / Record	125	302
Guardian / Independent	174	62
FT / Times / Telegraph	250	169
Other Paper	207	228
No Paper	603	488
Political Party Identification		
Labour	680	635
Conservative	492	563
Liberal Democrat	202	233
Others	226	62
None/ DK	368	475

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