

# YouGov / The Sun Survey Results

Sample Size: 2053 GB Adults  
Fieldwork: 23rd - 24th November 2010

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	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	
<b>Weighted Sample</b>	<b>2053</b>	658	660	146	660	537	408	1001	1051	246	526	701	580	1148	866	263	669	444	498	178
<b>Unweighted Sample</b>	<b>2053</b>	637	616	163	616	504	473	972	1080	143	518	788	604	1347	667	278	681	399	485	209
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>40</b>	100	0	0	89	3	14	37	43	29	37	38	49	44	35	43	51	40	32	20
Lab	<b>40</b>	0	100	0	5	93	39	42	38	53	47	40	31	39	43	35	30	45	50	49
Lib Dem	<b>9</b>	0	0	100	2	2	36	8	10	8	10	9	8	9	8	12	11	6	9	7
Other	<b>11</b>	0	0	0	5	2	11	13	8	9	7	12	12	9	14	10	9	9	9	24

## Other Parties Voting Intention

UKIP	<b>4</b>	0	0	0	4	1	3	5	4	0	1	6	6	2	7	3	5	4	6	0
SNP / PCY	<b>2</b>	0	0	0	0	1	2	3	1	1	2	2	3	2	2	1	0	1	0	22
Green	<b>2</b>	0	0	0	0	0	4	2	2	3	2	1	1	2	1	3	3	1	1	2
BNP	<b>2</b>	0	0	0	1	0	1	3	1	5	1	2	1	1	2	3	1	2	2	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	0	0	1	1	0	0	0	1	0	1	1	0	0	1	1	0

## Non Voters

Would Not Vote	<b>8</b>	0	0	0	4	1	4	8	8	14	11	7	4	6	11	7	10	6	9	4
Don't know	<b>12</b>	0	0	0	7	9	21	8	16	12	15	12	9	12	13	10	13	10	13	14

22-23  
Nov

23-24  
Nov

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

Approve	39	<b>37</b>	85	5	59	71	9	31	37	36	24	31	35	49	41	31	44	40	37	33	27
Disapprove	46	<b>47</b>	5	87	25	16	82	52	50	44	54	46	53	38	44	52	43	41	51	50	56
Don't know	15	<b>16</b>	10	9	15	13	10	17	12	19	22	22	11	13	15	17	14	19	12	17	18

	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	
<b>Weighted Sample</b>	<b>2053</b>	658	660	146	660	537	408	1001	1051	246	526	701	580	1148	866	263	669	444	498	178	
<b>Unweighted Sample</b>	<b>2053</b>	637	616	163	616	504	473	972	1080	143	518	788	604	1347	667	278	681	399	485	209	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	9-10 Oct	23-24 Nov																			
<b>Which of these would make the best Prime Minister?</b>																					
David Cameron	39	<b>39</b>	96	3	29	83	7	21	40	38	25	31	37	54	43	33	42	45	39	33	25
Ed Miliband	21	<b>24</b>	0	68	3	4	62	18	28	20	33	25	23	19	23	25	21	15	28	29	33
Nick Clegg	8	<b>5</b>	1	1	47	1	2	19	5	5	5	7	5	4	6	4	7	6	4	5	3
Don't know	32	<b>32</b>	3	28	20	12	28	42	27	37	38	37	34	24	28	38	30	33	29	33	38
<b>If you had to choose, which of the following options would be best for Britain?</b>																					
A majority Conservative government	27	<b>29</b>	73	1	4	67	3	8	31	27	20	23	27	40	29	27	32	34	28	25	13
A coalition between the Conservatives and Liberal Democrats	17	<b>14</b>	25	0	61	20	2	24	13	16	7	13	15	17	16	12	15	17	13	12	11
A coalition between Labour and the Liberal Democrats	12	<b>12</b>	0	17	24	2	12	28	13	10	18	14	11	8	13	10	14	9	13	12	15
A majority Labour government	26	<b>28</b>	0	78	1	4	75	20	30	26	32	27	30	24	26	30	25	19	33	33	40
Don't know	18	<b>17</b>	2	3	10	7	8	19	14	21	23	23	17	11	15	21	15	21	13	17	20

## 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	58	126
Male 25 to 39	223	264
Male 40 to 54	373	347
Male 55 +	318	265
Female 18 to 24	85	120
Female 25 to 39	295	263
Female 40 to 54	415	354
Female 55 +	286	315
<b>Region</b>		
North England	485	498
Midlands	309	341
East England	171	196
London	278	263
South England	510	473
Wales	90	103
Scotland	209	178
<b>Social Grade</b>		
AB	772	564
C1	575	585
C2	286	423
DE	381	443
<b>Newspaper Type</b>		
Express / Mail	418	311
Sun / Star	194	435
Mirror / Record	129	312
Guardian / Independent	170	64
FT / Times / Telegraph	246	178
Other Paper	210	236
No Paper	686	516
<b>Political Party Identification</b>		
Labour	642	662
Conservative	527	586
Liberal Democrat	244	249
Others	219	63
None/ DK	421	493

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