

YouGov / The Sun Survey Results

Sample Size: 1816 GB Adults
Fieldwork: 24th - 25th January 2011

	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	
Weighted Sample	1816	519	599	137	590	481	398	882	934	217	467	620	512	1017	767	235	595	385	445	156
Unweighted Sample	1816	471	597	136	523	479	416	845	971	147	475	695	499	1162	622	275	609	356	392	184
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	37	100	0	0	90	2	12	37	38	32	41	33	42	43	29	32	45	39	37	14
Lab	43	0	100	0	4	95	41	40	46	48	41	49	36	38	50	49	34	46	45	56
Lib Dem	10	0	0	100	1	1	38	11	9	8	11	9	11	10	9	10	13	6	8	11
Other	10	0	0	0	5	2	9	12	7	13	7	9	11	8	12	8	8	9	10	19

Other Parties Voting Intention

UKIP	4	0	0	0	3	1	2	5	2	5	2	3	6	4	4	3	4	4	4	3
SNP / PCY	2	0	0	0	0	0	2	2	1	3	2	1	2	2	2	1	0	1	0	16
Green	2	0	0	0	0	0	4	2	1	3	1	2	2	2	1	2	2	1	2	0
BNP	2	0	0	0	1	1	1	3	1	1	2	2	2	1	3	2	1	3	2	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	1	0	0	1	1	1	1	1	0	0	1	0	0	1	1	0

Non Voters

Would Not Vote	9	0	0	0	4	2	4	6	11	12	12	8	6	7	11	6	7	13	10	7
Don't know	15	0	0	0	15	7	23	10	20	9	16	15	16	14	16	11	16	17	14	10

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

	23-24 Jan	24-25 Jan																			
Approve	33	31	80	3	55	64	5	24	35	27	27	31	29	36	37	23	29	37	29	30	20
Disapprove	53	54	10	94	20	22	88	61	53	56	55	49	59	53	48	63	53	47	57	57	70
Don't know	14	15	10	3	25	14	6	15	12	17	18	20	12	11	15	14	18	16	14	13	11

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

	10-11 Jan	24-25 Jan																			
Strongly support	7	8	20	1	20	15	1	9	10	5	8	6	8	9	10	5	8	9	9	6	4
Tend to support	35	31	64	4	57	57	6	31	32	31	25	33	27	38	35	27	30	38	27	30	22
TOTAL SUPPORT	42	39	84	5	77	72	7	40	42	36	33	39	35	47	45	32	38	47	36	36	26
Tend to oppose	22	24	11	31	19	16	31	26	23	24	24	24	26	21	24	24	25	19	24	29	27
Strongly oppose	27	27	2	60	1	6	57	25	30	24	29	21	31	26	23	32	29	23	28	26	36
TOTAL OPPOSE	49	51	13	91	20	22	88	51	53	48	53	45	57	47	47	56	54	42	52	55	63
Don't know	9	10	3	3	4	7	5	10	5	15	13	15	8	5	8	12	8	10	12	8	9

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	54	111
	Male 25 to 39	197	233
	Male 40 to 54	335	306
	Male 55 +	259	232
	Female 18 to 24	93	106
	Female 25 to 39	278	234
	Female 40 to 54	360	314
	Female 55 +	240	281
Region			
	North England	392	445
	Midlands	268	294
	East England	161	175
	London	275	235
	South England	448	420
	Wales	88	91
	Scotland	184	156
Social Grade			
	AB	660	500
	C1	502	517
	C2	293	375
	DE	329	392
Newspaper Type			
	Express / Mail	341	273
	Sun / Star	189	386
	Mirror / Record	125	277
	Guardian / Independent	144	57
	FT / Times / Telegraph	231	155
	Other Paper	184	209
	No Paper	602	461
Political Party Identification			
	Labour	607	586
	Conservative	454	520
	Liberal Democrat	199	218
	Others	214	57
	None/ DK	342	435

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