

# YouGov / The Sun Survey Results

Sample Size: 2651 GB Adults  
Fieldwork: 25th - 26th 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>2651</b>	<b>836</b>	<b>800</b>	<b>259</b>	<b>1287</b>	<b>1364</b>	<b>320</b>	<b>681</b>	<b>910</b>	<b>740</b>	<b>1483</b>	<b>1118</b>	<b>342</b>	<b>867</b>	<b>563</b>	<b>651</b>	<b>228</b>
Unweighted Sample	2651	814	776	264	1282	1369	158	701	1045	747	1738	863	399	869	523	600	260
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>40</b>	100	0	0	38	42	35	36	37	48	43	36	48	49	42	31	18
Lab	<b>38</b>	0	100	0	40	36	35	40	44	33	34	45	31	31	37	50	49
Lib Dem	<b>12</b>	0	0	100	12	13	19	14	11	11	14	10	15	14	10	10	14
Other	<b>9</b>	0	0	0	9	9	11	10	8	8	9	9	6	6	10	9	20

## Other Parties Voting Intention

SNP / PCY	<b>2</b>	0	0	0	3	2	2	4	2	2	3	3	0	0	3	1	18
Green	<b>2</b>	0	0	0	1	2	4	2	2	1	2	1	3	1	1	3	1
UKIP	<b>2</b>	0	0	0	2	2	0	1	2	4	2	3	3	3	2	2	0
BNP	<b>2</b>	0	0	0	2	1	4	1	2	1	2	2	1	1	4	1	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	1	1	0	1	1	0	1	1	0	1	0	2	0

## Non Voters

Would Not Vote	<b>9</b>	0	0	0	8	10	13	13	8	4	7	12	10	8	8	11	6
Don't know	<b>13</b>	0	0	0	9	16	19	14	13	9	12	14	12	14	14	11	13

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

24-25 Oct

25-26 Oct

Approve	39	<b>41</b>	90	6	55	43	39	37	36	38	49	45	35	46	47	42	35	21
Disapprove	45	<b>44</b>	2	88	23	45	43	39	45	48	40	40	50	37	37	43	52	60
Don't know	16	<b>16</b>	8	7	22	12	19	23	20	13	11	15	15	17	16	14	13	20

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

11-12 Oct

25-26 Oct

Strongly support	12	<b>10</b>	25	0	17	12	8	5	7	9	16	12	7	13	11	12	7	6
Tend to support	38	<b>38</b>	64	9	61	36	39	36	38	36	39	41	33	42	45	36	33	24
<b>TOTAL SUPPORT</b>	<b>50</b>	<b>48</b>	<b>89</b>	<b>9</b>	<b>78</b>	<b>48</b>	<b>47</b>	<b>41</b>	<b>45</b>	<b>45</b>	<b>55</b>	<b>53</b>	<b>40</b>	<b>55</b>	<b>56</b>	<b>48</b>	<b>40</b>	<b>30</b>
Tend to oppose	24	<b>21</b>	9	35	15	20	23	21	24	20	20	20	23	19	18	23	23	26
Strongly oppose	18	<b>22</b>	1	52	3	26	19	20	18	27	21	20	25	17	18	22	27	33
<b>TOTAL OPPOSE</b>	<b>42</b>	<b>43</b>	<b>10</b>	<b>87</b>	<b>18</b>	<b>46</b>	<b>42</b>	<b>41</b>	<b>42</b>	<b>47</b>	<b>41</b>	<b>40</b>	<b>48</b>	<b>36</b>	<b>36</b>	<b>45</b>	<b>50</b>	<b>59</b>
Don't know	9	<b>9</b>	2	3	4	6	11	18	13	7	3	7	11	9	9	7	10	11

## 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	76	162
Male 25 to 39	297	342
Male 40 to 54	508	448
Male 55 +	401	335
Female 18 to 24	82	157
Female 25 to 39	404	339
Female 40 to 54	537	462
Female 55 +	346	405
<b>Region</b>		
North England	600	651
Midlands	387	432
East England	238	256
London	399	342
South England	631	612
Wales	136	131
Scotland	260	228
<b>Social Grade</b>		
AB	958	728
C1	780	754
C2	425	546
DE	438	572
<b>Newspaper Type</b>		
Express / Mail	515	398
Sun / Star	299	563
Mirror / Record	185	405
Guardian / Independent	260	84
FT / Times / Telegraph	303	231
Other Paper	310	307
No Paper	779	662
<b>Political Party Identification</b>		
Labour	847	859
Conservative	714	758
Liberal Democrat	316	319
Others	268	81
None/ DK	506	633

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