

YouGov / The Sun Survey Results

Sample Size: 2108 GB Adults
Fieldwork: 26th - 27th 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 |
| Weighted Sample | 2108 | 685 | 650 | 206 | 1024 | 1084 | 252 | 539 | 721 | 595 | 1183 | 893 | 270 | 686 | 451 | 515 | 187 |
| Unweighted Sample | 2108 | 680 | 598 | 205 | 985 | 1123 | 153 | 520 | 809 | 626 | 1340 | 736 | 298 | 703 | 388 | 499 | 220 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Headline Voting Intention

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

| | | | | | | | | | | | | | | | | | |
|---------|----|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con | 41 | 100 | 0 | 0 | 37 | 46 | 38 | 40 | 36 | 49 | 43 | 38 | 47 | 52 | 42 | 31 | 17 |
| Lab | 39 | 0 | 100 | 0 | 43 | 34 | 35 | 42 | 46 | 30 | 36 | 43 | 39 | 27 | 39 | 48 | 57 |
| Lib Dem | 12 | 0 | 0 | 100 | 13 | 12 | 21 | 12 | 10 | 12 | 14 | 10 | 10 | 14 | 11 | 14 | 8 |
| Other | 8 | 0 | 0 | 0 | 7 | 9 | 6 | 6 | 9 | 9 | 7 | 9 | 5 | 7 | 8 | 6 | 19 |

Other Parties Voting Intention

| | | | | | | | | | | | | | | | | | |
|-----------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| SNP / PCY | 2 | 0 | 0 | 0 | 2 | 2 | 0 | 1 | 2 | 3 | 2 | 2 | 0 | 0 | 2 | 0 | 18 |
| Green | 2 | 0 | 0 | 0 | 1 | 2 | 3 | 2 | 1 | 1 | 2 | 2 | 2 | 3 | 1 | 2 | 0 |
| UKIP | 2 | 0 | 0 | 0 | 1 | 2 | 0 | 1 | 2 | 3 | 2 | 2 | 0 | 2 | 4 | 1 | 1 |
| BNP | 1 | 0 | 0 | 0 | 2 | 1 | 3 | 1 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 2 | 0 |
| Respect | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Other | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 2 | 1 | 1 | 1 | 1 | 0 |

Non Voters

| | | | | | | | | | | | | | | | | | |
|----------------|----|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|
| Would Not Vote | 7 | 0 | 0 | 0 | 6 | 8 | 13 | 9 | 6 | 4 | 6 | 9 | 8 | 7 | 7 | 7 | 6 |
| Don't know | 14 | 0 | 0 | 0 | 8 | 19 | 17 | 18 | 12 | 11 | 13 | 14 | 11 | 15 | 13 | 15 | 10 |

25-26
Oct

26-27
Oct

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

| | | | | | | | | | | | | | | | | | | |
|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Approve | 41 | 40 | 90 | 5 | 57 | 41 | 39 | 36 | 36 | 36 | 51 | 44 | 35 | 42 | 49 | 40 | 34 | 21 |
| Disapprove | 44 | 44 | 3 | 88 | 19 | 47 | 41 | 43 | 46 | 48 | 38 | 39 | 50 | 41 | 34 | 41 | 53 | 65 |
| Don't know | 16 | 16 | 7 | 7 | 24 | 12 | 20 | 21 | 19 | 16 | 11 | 16 | 16 | 17 | 17 | 18 | 13 | 14 |

| | Voting intention | | | Gender | | Age | | | | Social grade | | Region | | | | | |
|--------------------------|------------------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|-----|
| | 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 | 2108 | 685 | 650 | 206 | 1024 | 1084 | 252 | 539 | 721 | 595 | 1183 | 893 | 270 | 686 | 451 | 515 | 187 |
| Unweighted Sample | 2108 | 680 | 598 | 205 | 985 | 1123 | 153 | 520 | 809 | 626 | 1340 | 736 | 298 | 703 | 388 | 499 | 220 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

12-13
Oct

26-27
Oct

Which of these would make the best Prime Minister?

| | | | | | | | | | | | | | | | | | | |
|---------------|----|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| David Cameron | 39 | 39 | 96 | 5 | 19 | 39 | 40 | 36 | 34 | 35 | 50 | 43 | 35 | 43 | 48 | 40 | 33 | 19 |
| Ed Miliband | 24 | 22 | 0 | 65 | 2 | 28 | 16 | 19 | 20 | 27 | 18 | 20 | 24 | 19 | 16 | 21 | 28 | 33 |
| Nick Clegg | 7 | 8 | 1 | 2 | 52 | 9 | 7 | 13 | 10 | 6 | 5 | 9 | 6 | 7 | 8 | 7 | 9 | 5 |
| Don't know | 30 | 31 | 2 | 28 | 27 | 24 | 38 | 33 | 36 | 31 | 27 | 29 | 34 | 32 | 28 | 32 | 30 | 43 |

If you had to choose, which of the following options would be best for Britain?

| | | | | | | | | | | | | | | | | | | |
|---|----|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| A majority Conservative government | 25 | 27 | 72 | 1 | 2 | 27 | 27 | 19 | 24 | 25 | 36 | 28 | 25 | 30 | 32 | 27 | 24 | 11 |
| A coalition between the Conservatives and Liberal Democrats | 18 | 17 | 25 | 1 | 54 | 17 | 17 | 14 | 15 | 17 | 19 | 20 | 14 | 15 | 22 | 17 | 14 | 11 |
| A coalition between Labour and the Liberal Democrats | 12 | 12 | 1 | 16 | 30 | 12 | 12 | 14 | 13 | 12 | 10 | 13 | 10 | 14 | 11 | 10 | 13 | 12 |
| A majority Labour government | 27 | 27 | 0 | 78 | 3 | 32 | 22 | 21 | 26 | 32 | 23 | 24 | 31 | 26 | 18 | 26 | 32 | 50 |
| Don't know | 18 | 17 | 2 | 3 | 12 | 13 | 22 | 33 | 22 | 14 | 11 | 15 | 21 | 15 | 18 | 19 | 17 | 16 |

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 | 129 |
| | Male 25 to 39 | 231 | 270 |
| | Male 40 to 54 | 367 | 355 |
| | Male 55 + | 321 | 271 |
| | Female 18 to 24 | 87 | 123 |
| | Female 25 to 39 | 289 | 270 |
| | Female 40 to 54 | 442 | 366 |
| | Female 55 + | 305 | 325 |
| Region | | | |
| | North England | 499 | 515 |
| | Midlands | 282 | 345 |
| | East England | 208 | 203 |
| | London | 298 | 270 |
| | South England | 495 | 482 |
| | Wales | 106 | 106 |
| | Scotland | 220 | 187 |
| Social Grade | | | |
| | AB | 785 | 581 |
| | C1 | 555 | 602 |
| | C2 | 306 | 436 |
| | DE | 430 | 457 |
| Newspaper Type | | | |
| | Express / Mail | 424 | 318 |
| | Sun / Star | 236 | 447 |
| | Mirror / Record | 124 | 325 |
| | Guardian / Independent | 173 | 64 |
| | FT / Times / Telegraph | 265 | 177 |
| | Other Paper | 236 | 247 |
| | No Paper | 650 | 529 |
| Political Party Identification | | | |
| | Labour | 606 | 685 |
| | Conservative | 591 | 602 |
| | Liberal Democrat | 247 | 251 |
| | Others | 240 | 67 |
| | None/ DK | 424 | 503 |

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