

YouGov / The Sun Survey Results

Sample Size: 1916 GB Adults
Fieldwork: 28th - 29th September 2010

	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	1916	618	591	184	932	984	231	489	657	539	1082	816	243	631	408	469	165
Unweighted Sample	1916	598	598	181	919	997	132	480	791	513	1248	650	275	613	407	418	203
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	41	100	0	0	38	43	36	36	37	49	43	36	46	49	40	35	16
Lab	39	0	100	0	39	38	35	39	43	35	36	43	31	29	44	50	45
Lib Dem	12	0	0	100	13	11	17	16	12	8	14	10	15	15	10	8	12
Other	9	0	0	0	9	8	12	9	9	7	7	11	8	6	7	7	27

Other Parties Voting Intention

UKIP	3	0	0	0	3	3	4	3	3	3	2	5	3	4	3	4	1
SNP / PCY	2	0	0	0	3	2	3	3	2	2	2	2	1	1	2	0	20
Green	2	0	0	0	1	2	4	2	2	1	1	2	2	1	1	2	3
BNP	1	0	0	0	1	0	1	1	1	1	0	1	1	0	1	1	1
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	1	1	1	1	1	1	1	1	1	0	2

Non Voters

Would Not Vote	7	0	0	0	8	7	16	9	6	3	5	9	5	9	5	8	5
Don't know	13	0	0	0	10	17	19	15	14	8	14	13	12	10	16	16	15

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

	27-28 Sep	28-29 Sep																
Approve	39	41	87	8	54	44	38	29	41	38	51	46	34	49	49	41	33	23
Disapprove	41	40	3	77	18	38	41	37	37	46	36	38	42	31	31	40	48	60
Don't know	20	19	9	15	28	17	21	34	22	16	13	16	24	20	20	18	19	17

Which of these would make the best Prime Minister?

	26-27 Sep	28-29 Sep																
David Cameron	38	40	97	5	13	40	40	30	39	37	50	43	36	46	48	40	35	18
Ed Miliband	25	24	1	68	4	26	22	17	22	28	25	23	26	22	19	24	30	33
Nick Clegg	8	8	1	4	55	9	7	10	10	8	6	9	7	10	9	8	6	11
Don't know	28	28	2	23	27	25	30	43	30	28	20	25	32	22	25	29	30	38

	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 1916	618	591	184	932	984	231	489	657	539	1082	816	243	631	408	469	165
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

14-15
Sep

28-29
Sep

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

A majority Conservative government	28	27	72	1	5	27	27	16	23	26	36	29	24	35	33	25	22	10
A coalition between the Conservatives and Liberal Democrats	16	15	25	1	41	16	15	13	16	15	17	17	14	14	18	16	13	13
A coalition between Labour and the Liberal Democrats	11	11	0	15	34	13	9	13	14	11	9	13	10	11	12	11	10	14
A majority Labour government	26	28	0	80	2	29	28	15	27	33	30	26	33	23	19	30	37	45
Don't know	19	18	3	3	19	15	21	43	21	15	8	16	20	17	18	19	18	18

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	118
Male 25 to 39	212	244
Male 40 to 54	373	326
Male 55 +	280	245
Female 18 to 24	78	113
Female 25 to 39	268	245
Female 40 to 54	418	331
Female 55 +	233	294
Region		
North England	418	469
Midlands	296	312
East England	185	189
London	275	243
South England	428	442
Wales	111	96
Scotland	203	165
Social Grade		
AB	708	531
C1	540	550
C2	272	399
DE	378	418
Newspaper Type		
Express / Mail	398	289
Sun / Star	219	409
Mirror / Record	120	295
Guardian / Independent	143	58
FT / Times / Telegraph	224	165
Other Paper	198	219
No Paper	614	481
Political Party Identification		
Labour	655	620
Conservative	521	548
Liberal Democrat	202	229
Others	211	59
None/ DK	327	461