

# YouGov / The Sun Survey Results

Sample Size: 2036 GB Adults  
Fieldwork: 2nd - 3rd November 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>2036</b>	651	649	151	994	1042	247	515	698	577	1138	858	257	666	439	498	176
<b>Unweighted Sample</b>	<b>2036</b>	593	644	157	986	1050	152	510	789	585	1288	708	243	686	416	480	211
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>40</b>	100	0	0	39	42	39	38	36	47	41	39	40	51	44	33	16
Lab	<b>40</b>	0	100	0	41	40	39	45	44	33	38	43	37	30	37	56	51
Lib Dem	<b>9</b>	0	0	100	9	10	10	9	10	10	13	5	12	12	9	7	4
Other	<b>10</b>	0	0	0	11	9	12	8	11	10	8	13	12	8	10	5	29

## Other Parties Voting Intention

SNP / PCY	<b>3</b>	0	0	0	3	2	5	2	3	2	2	3	1	0	1	0	25
UKIP	<b>3</b>	0	0	0	4	2	0	3	3	5	2	4	6	4	4	2	2
Green	<b>2</b>	0	0	0	2	2	4	1	2	1	2	1	2	3	1	2	1
BNP	<b>1</b>	0	0	0	1	1	0	1	2	1	0	3	3	0	3	0	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Other	<b>1</b>	0	0	0	1	1	2	0	1	0	0	1	0	1	1	1	1

## Non Voters

Would Not Vote	<b>7</b>	0	0	0	4	10	8	10	7	5	6	9	9	8	5	8	5
Don't know	<b>14</b>	0	0	0	8	19	19	18	11	11	13	15	17	14	11	14	14

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

	1-2 Oct	2-3 Oct	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Approve	39	<b>37</b>	86	4	56	40	35	32	32	36	47	41	32	35	45	43	29	21
Disapprove	44	<b>47</b>	4	87	23	48	45	44	46	53	41	43	51	41	37	45	56	68
Don't know	17	<b>16</b>	10	9	20	12	20	25	22	12	13	16	17	24	18	13	14	12

	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>2036</b>	651	649	151	994	1042	247	515	698	577	1138	858	257	666	439	498	176
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

19-20 Oct  
2-3 Oct

How well or badly do you think the government are meeting their aims of...

Reducing the government's deficit

Very well	11	10	25	2	11	15	6	12	9	10	11	11	9	14	11	12	8	5
Fairly well	41	42	69	22	68	41	44	39	42	40	47	45	39	39	49	46	36	32
<b>TOTAL WELL</b>	<b>52</b>	<b>52</b>	<b>94</b>	<b>24</b>	<b>79</b>	<b>56</b>	<b>50</b>	<b>51</b>	<b>51</b>	<b>50</b>	<b>58</b>	<b>56</b>	<b>48</b>	<b>53</b>	<b>60</b>	<b>58</b>	<b>44</b>	<b>37</b>
Fairly badly	22	23	3	40	16	22	24	27	20	27	20	22	24	21	20	21	26	39
Very badly	14	13	0	28	1	15	11	6	15	15	12	11	16	13	9	14	18	14
<b>TOTAL BADLY</b>	<b>36</b>	<b>36</b>	<b>3</b>	<b>68</b>	<b>17</b>	<b>37</b>	<b>35</b>	<b>33</b>	<b>35</b>	<b>42</b>	<b>32</b>	<b>33</b>	<b>40</b>	<b>34</b>	<b>29</b>	<b>35</b>	<b>44</b>	<b>53</b>
Don't know	12	11	4	8	4	8	14	14	13	9	10	10	11	12	12	8	12	10

Reforming Britain's political system

Very well	4	3	8	0	2	3	3	4	3	3	3	2	4	4	4	3	1	2
Fairly well	28	27	53	8	37	26	28	24	25	28	31	27	28	31	28	33	22	21
<b>TOTAL WELL</b>	<b>32</b>	<b>30</b>	<b>61</b>	<b>8</b>	<b>39</b>	<b>29</b>	<b>31</b>	<b>28</b>	<b>28</b>	<b>31</b>	<b>34</b>	<b>29</b>	<b>32</b>	<b>35</b>	<b>32</b>	<b>36</b>	<b>23</b>	<b>23</b>
Fairly badly	26	28	13	40	38	27	29	37	28	29	23	30	25	26	28	25	31	31
Very badly	22	22	2	41	9	27	17	14	20	25	22	20	25	19	17	22	25	33
<b>TOTAL BADLY</b>	<b>48</b>	<b>50</b>	<b>15</b>	<b>81</b>	<b>47</b>	<b>54</b>	<b>46</b>	<b>51</b>	<b>48</b>	<b>54</b>	<b>45</b>	<b>50</b>	<b>50</b>	<b>45</b>	<b>45</b>	<b>47</b>	<b>56</b>	<b>64</b>
Don't know	20	20	24	11	14	17	23	21	24	16	21	21	18	21	23	17	20	13

## 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	60	125
Male 25 to 39	219	259
Male 40 to 54	379	345
Male 55 +	328	264
Female 18 to 24	92	122
Female 25 to 39	291	255
Female 40 to 54	410	352
Female 55 +	257	312
<b>Region</b>		
North England	498.016	498
Midlands	333.344	333
East England	196.616	197
London	257.488	257
South England	469.084	469
Wales	105.8	106
Scotland	175.652	176
<b>Social Grade</b>		
AB	738	559
C1	550	579
C2	325	419
DE	383	439
<b>Newspaper Type</b>		
Express / Mail	397	311
Sun / Star	234	434
Mirror / Record	169	311
Guardian / Independent	187	66
FT / Times / Telegraph	234	174
Other Paper	197	233
No Paper	618	507
<b>Political Party Identification</b>		
Labour	652	663
Conservative	524	582
Liberal Democrat	220	242
Others	252	61
None/ DK	388	489

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<http://today.yougov.co.uk>