

## YouGov / The Sun Survey Results

Sample Size: 1796 GB Adults  
Fieldwork: 8th - 9th November 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	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	
<b>Weighted Sample</b>	<b>1796</b>	509	555	139	570	453	394	873	923	217	458	614	506	1024	772	230	583	384	442	156
<b>Unweighted Sample</b>	<b>1796</b>	532	520	141	586	435	406	883	913	120	470	711	495	1219	577	236	588	385	424	163
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

[Excluding Don't knows and Wouldn't votes]

Con	<b>36</b>	100	0	0	89	3	10	33	40	28	36	33	43	43	26	41	41	40	30	21
Lab	<b>40</b>	0	100	0	3	92	33	40	39	47	39	44	33	33	49	37	33	38	53	36
Lib Dem	<b>10</b>	0	0	100	1	1	41	10	10	11	12	8	10	12	7	7	15	10	5	9
Other	<b>14</b>	0	0	0	8	4	16	17	11	13	14	14	14	12	17	15	11	13	11	34

### Other Parties Voting Intention

UKIP	<b>7</b>	0	0	0	7	1	6	7	6	0	3	7	10	5	9	5	8	7	7	3
SNP / PCY	<b>3</b>	0	0	0	1	0	2	4	2	6	5	2	2	3	3	0	0	1	0	28
Green	<b>2</b>	0	0	0	0	1	5	3	2	3	4	3	0	3	2	5	2	2	2	2
BNP	<b>1</b>	0	0	0	1	1	0	1	1	0	1	2	0	1	2	1	1	2	1	0
Respect	<b>0</b>	0	0	0	0	0	2	1	0	3	0	0	0	0	1	2	0	0	0	0
Other	<b>1</b>	0	0	0	0	1	0	1	1	1	0	0	1	1	1	1	1	1	1	0

### Non Voters

Would Not Vote	<b>9</b>	0	0	0	4	3	7	8	10	16	13	7	4	6	12	13	8	8	10	5
Don't know	<b>13</b>	0	0	0	11	6	19	10	16	19	14	14	9	12	15	16	13	16	10	11

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

	Nov 7-8	Nov 8-9																			
Approve	29	<b>29</b>	77	3	46	61	6	26	31	27	24	29	26	35	36	20	25	33	33	24	25
Disapprove	55	<b>57</b>	10	89	35	24	86	60	59	54	55	53	62	55	51	65	62	53	51	63	62
Don't know	17	<b>14</b>	13	8	19	15	8	14	10	18	20	18	12	10	13	16	13	14	16	13	13

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Oct 25-26	Nov 8-9																			
<b>Which of these would make the best Prime Minister?</b>																					
David Cameron	36	<b>37</b>	95	5	27	80	6	21	39	35	37	36	31	45	44	27	35	44	38	31	27
Ed Miliband	21	<b>20</b>	0	57	5	2	51	15	22	18	15	19	24	17	17	24	16	18	20	25	19
Nick Clegg	5	<b>5</b>	1	2	39	1	2	18	6	4	4	7	5	4	5	5	6	6	4	4	6
Don't know	39	<b>38</b>	4	36	29	17	41	47	33	43	43	38	40	34	33	44	43	32	38	40	49
<b>If you had to choose, which of the following options would be best for Britain?</b>																					
A majority Conservative government	32	<b>31</b>	87	0	5	77	3	9	31	31	26	28	28	40	36	24	29	35	34	28	20
A coalition between the Conservatives and Liberal Democrats	8	<b>8</b>	12	1	36	9	2	15	9	7	5	8	9	9	10	7	8	12	7	6	5
A coalition between Labour and the Liberal Democrats	11	<b>11</b>	0	13	37	1	12	27	12	11	11	12	10	12	13	9	14	11	9	9	20
A majority Labour government	29	<b>29</b>	0	82	3	2	74	23	31	28	27	27	35	25	25	34	23	24	27	40	33
Don't know	20	<b>21</b>	1	4	19	11	9	25	17	24	31	25	19	14	16	26	26	19	23	18	22

## 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	106
Male 25 to 39	170	218
Male 40 to 59	336	288
Male 60 +	240	216
Female 18 to 24	81	100
Female 25 to 39	267	216
Female 40 to 59	329	295
Female 60 +	220	264
<b>Region</b>		
North England	401	419
Midlands	250	279
East England	166	163
London	209	218
South England	432	390
Wales	97	85
Scotland	148	148
<b>Social Grade</b>		
AB	672	477
C1	501	494
C2	240	358
DE	290	375
<b>Newspaper Type</b>		
Express / Mail	361	272
Sun / Star	209	400
Mirror / Record	119	170
Guardian / Independent	90	77
FT / Times / Telegraph	132	162
Other Paper	224	196
No Paper	568	426
<b>Political Party Identification</b>		
Labour	495	553
Conservative	491	485
Liberal Democrat	207	204
SNP/Plaid Cymru	48	29
Others	65	22
None/ DK	397	409

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