

# YouGov / The Sun Survey Results

Sample Size: 1672 GB Adults  
Fieldwork: 25th - 26th October 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>1672</b>	450	527	124	528	415	377	813	859	202	426	572	472	953	719	214	543	358	411	145	
Unweighted Sample	1672	441	489	128	533	391	389	808	864	85	441	677	469	1096	576	232	579	329	403	129	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	<b>35</b>	100	0	0	82	3	12	35	35	26	35	30	44	38	30	38	47	35	25	16
Lab	<b>41</b>	0	100	0	5	92	33	38	44	42	45	46	31	38	46	42	29	44	59	29
Lib Dem	<b>10</b>	0	0	100	1	1	38	10	9	15	10	7	9	11	8	9	13	9	6	8
Other	<b>15</b>	0	0	0	12	5	17	17	12	16	10	16	16	13	16	11	12	12	10	46

## Other Parties Voting Intention

UKIP	<b>6</b>	0	0	0	8	1	4	6	4	1	2	7	8	6	5	6	6	6	5	3
SNP / PCY	<b>5</b>	0	0	0	1	3	6	5	4	9	3	5	4	4	5	0	1	1	0	42
Green	<b>3</b>	0	0	0	1	0	6	3	3	6	4	2	2	2	3	4	3	2	4	1
BNP	<b>1</b>	0	0	0	2	0	0	2	0	0	1	1	1	1	2	1	1	1	1	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1

## Non Voters

Would Not Vote	<b>8</b>	0	0	0	4	2	6	6	10	13	10	7	6	7	11	6	8	11	10	1
Don't know	<b>14</b>	0	0	0	13	7	21	9	20	9	15	15	15	14	15	15	16	14	14	12

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

	Oct 24-25	Oct 25-26																			
Approve	26	<b>30</b>	77	5	46	60	6	25	35	25	27	32	26	33	34	23	33	33	31	21	29
Disapprove	57	<b>57</b>	10	89	33	28	88	58	57	57	58	52	62	54	53	62	50	51	56	65	63
Don't know	17	<b>14</b>	13	5	21	12	5	17	8	19	15	16	12	13	13	15	17	15	13	13	8

Fieldwork: 25th - 26th October 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>1672</b>	450	527	124	528	415	377	813	859	202	426	572	472	953	719	214	543	358	411	145	
Unweighted Sample	1672	441	489	128	533	391	389	808	864	85	441	677	469	1096	576	232	579	329	403	129	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Oct 11-12	Oct 25-26	Voting intention			2010 Vote			Gender		Age				Social grade		Region				
<b>Which of these would make the best Prime Minister?</b>																					
David Cameron	36	<b>36</b>	94	5	23	76	6	22	41	31	32	33	32	44	41	29	39	43	34	29	29
Ed Miliband	21	<b>21</b>	0	56	3	2	52	18	22	19	28	19	23	16	22	19	26	14	22	26	20
Nick Clegg	5	<b>5</b>	0	2	44	1	2	16	6	5	9	5	4	4	5	5	3	5	7	4	7
Don't know	38	<b>39</b>	5	37	30	20	40	43	32	45	31	42	41	36	32	47	32	38	37	42	44
<b>If you had to choose, which of the following options would be best for Britain?</b>																					
A majority Conservative government	29	<b>32</b>	86	2	3	76	4	11	36	28	23	28	29	43	35	28	31	38	33	24	27
A coalition between the Conservatives and Liberal Democrats	9	<b>8</b>	11	1	45	9	2	18	10	7	9	6	8	11	10	6	11	11	7	5	10
A coalition between Labour and the Liberal Democrats	12	<b>11</b>	0	13	33	1	10	27	11	11	10	12	12	9	11	11	8	11	12	10	14
A majority Labour government	30	<b>29</b>	0	80	1	4	74	20	31	28	35	29	33	23	29	30	30	19	29	43	28
Don't know	19	<b>20</b>	2	4	18	11	11	25	13	26	23	25	19	15	15	25	19	21	20	18	21

## 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	29	104
Male 25 to 39	190	214
Male 40 to 59	331	283
Male 60 +	258	212
Female 18 to 24	56	99
Female 25 to 39	251	212
Female 40 to 59	346	289
Female 60 +	211	259
<b>Region</b>		
North England	403	411
Midlands	240	274
East England	164	161
London	232	214
South England	415	383
Wales	89	84
Scotland	129	145
<b>Social Grade</b>		
AB	624	468
C1	472	485
C2	238	351
DE	338	368
<b>Newspaper Type</b>		
Express / Mail	334	268
Sun / Star	194	393
Mirror / Record	105	167
Guardian / Independent	90	75
FT / Times / Telegraph	118	159
Other Paper	223	192
No Paper	608	418
<b>Political Party Identification</b>		
Labour	510	543
Conservative	480	477
Liberal Democrat	187	201
SNP/Plaid Cymru	30	28
Others	81	22
None/ DK	384	401

YouGov is a member of the British Polling Council and abides by its rules.

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