

YouGov / The Sun Survey Results

Sample Size: 1942 GB Adults
Fieldwork: 1st - 2nd September 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	1942	641	570	191	946	996	233	498	661	550	1087	820	249	632	413	477	171
Unweighted Sample	1942	596	557	206	887	1055	136	505	762	539	1255	652	270	687	352	438	195
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	42	100	0	0	39	44	41	33	37	53	45	37	45	53	36	36	24
Lab	37	0	100	0	38	36	32	45	41	28	34	41	36	26	42	48	39
Lib Dem	12	0	0	100	13	12	15	14	13	10	13	12	8	15	15	10	11
Other	9	0	0	0	10	8	12	8	10	8	8	11	12	6	8	6	25

Other Parties Voting Intention

UKIP	3	0	0	0	3	3	4	1	4	4	3	4	4	3	3	3	2
SNP / PCY	2	0	0	0	2	1	2	1	2	2	2	2	1	0	1	0	18
Green	2	0	0	0	2	2	3	3	2	1	1	3	4	2	2	0	4
BNP	1	0	0	0	1	0	2	1	1	0	1	1	0	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	1	1	1	1	1	1	2	0	1	0	2

Non Voters

Would Not Vote	6	0	0	0	5	8	15	8	5	3	5	7	7	6	6	8	4
Don't know	14	0	0	0	11	17	18	17	15	10	12	18	13	14	14	17	14

31 Aug-1 Sept
01-02 Sept

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

Approve	38	39	87	5	50	40	38	34	33	35	52	45	32	41	48	37	32	30
Disapprove	42	41	4	83	18	41	40	36	41	46	36	36	46	42	32	43	47	46
Don't know	20	20	9	12	32	18	22	30	25	19	12	19	22	17	20	20	21	25

	18-19 Aug	01-02 Sept																
Here are some statements that different people make about different political parties. In each case, which party do you think it applies to most - the Conservatives, Labour or the Liberal Democrats?																		
It seems rather old and tired																		
Applies most to the Conservatives	49	21	2	49	16	22	21	21	25	24	15	20	23	15	17	27	23	28
Applies most to Labour	19	44	79	10	66	47	41	38	35	44	56	48	39	50	54	40	34	35
Applies most to the Liberal Democrats	4	6	4	10	0	6	5	3	6	5	7	6	6	5	5	5	7	7
Applies to none of them	13	11	8	15	9	10	11	7	12	11	11	11	10	12	9	10	12	13
Don't know	15	18	7	17	10	14	22	32	22	16	11	15	22	18	14	17	24	17
Even if I don't always agree with it, at least its heart is in the right place																		
Applies most to the Conservatives	31	21	52	2	9	22	20	17	16	17	32	24	17	20	27	18	17	18
Applies most to Labour	21	30	4	75	9	31	29	26	30	35	26	30	30	27	23	34	36	34
Applies most to the Liberal Democrats	19	19	19	6	60	22	15	22	17	19	18	19	18	18	19	25	13	19
Applies to none of them	15	16	15	9	12	15	17	14	19	16	14	14	19	20	16	12	17	17
Don't know	13	14	10	8	10	9	19	20	18	13	10	13	17	15	15	11	18	12
It seems to have succeeded in moving on and left its past behind it																		
Applies most to the Conservatives	34	32	67	6	33	35	28	40	26	26	40	34	28	37	38	29	26	23
Applies most to Labour	13	13	2	37	3	16	10	8	15	16	11	12	15	10	10	17	16	15
Applies most to the Liberal Democrats	12	10	9	7	28	8	12	10	10	12	10	11	9	9	12	12	8	8
Applies to none of them	27	27	13	34	21	26	28	16	28	30	26	27	27	27	24	24	28	39
Don't know	15	18	10	16	15	14	21	25	22	16	14	16	20	18	16	18	22	15
It seems to appeal to one section of society rather than to the whole country																		
Applies most to the Conservatives	45	45	14	79	43	49	42	44	49	51	36	45	46	47	38	51	45	58
Applies most to Labour	22	19	43	2	24	23	16	16	14	19	25	23	13	21	24	17	14	17
Applies most to the Liberal Democrats	9	10	17	6	8	11	10	5	10	8	16	9	13	7	13	10	10	9
Applies to none of them	8	7	11	3	9	7	8	9	8	6	8	8	7	9	8	8	8	3
Don't know	16	18	15	9	16	11	24	25	20	16	15	15	21	16	17	14	23	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.
Age and Gender		
Male 18 to 24	48	119
Male 25 to 39	201	247
Male 40 to 54	390	327
Male 55 +	277	244
Female 18 to 24	76	113
Female 25 to 39	304	243
Female 40 to 54	389	334
Female 55 +	238	294
Region		
North England	422	470
Midlands	269	317
East England	187	184
London	239	247
South England	474	441
Wales	101	97
Scotland	231	167
Social Grade		
AB	721	530
C1	523	549
C2	289	398
DE	360	416
Newspaper Type		
Express / Mail	410	289
Sun / Star	227	412
Mirror / Record	119	293
Guardian / Independent	152	61
FT / Times / Telegraph	231	167
Other Paper	191	220
No Paper	593	481
Political Party Identification		
Labour	624	627
Conservative	525	551
Liberal Democrat	227	230
Others	210	60
None/ DK	337	455