

YouGov The Sun Survey Results

Sample Size: 2072 GB Adults
Fieldwork: 4th - 5th August 2010

	Total	Voting intention			Gender		Age				Social grade		Region					
		Con	Lab	Lib Dem	Male	Female	18-29	30-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2072	723	584	212	1008	1064	251	530	707	583	1097	974	268	671	445	507	181	
Unweighted Sample	2072	691	559	226	1020	1052	154	506	819	593	1251	819	297	685	402	461	227	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Headline Voting Intention																		
Con	44	100	0	0	41	47	28	49	37	54	50	37	45	56	46	37	20	
Lab	36	0	100	0	39	33	44	29	43	30	31	41	40	24	33	47	51	
Lib Dem	13	0	0	100	12	14	20	15	12	10	13	13	11	15	15	11	9	
Other	7	0	0	0	7	6	7	7	8	5	6	8	4	5	7	5	21	
Other Parties Voting Intention																		
SNP / PCY	2	0	0	0	2	2	2	1	2	2	1	2	0	0	2	0	14	
UKIP	2	0	0	0	2	2	0	1	3	3	2	2	2	3	1	2	3	
Green	1	0	0	0	1	1	3	1	1	0	1	1	1	1	1	0	2	
BNP	1	0	0	0	2	1	2	2	2	0	1	2	1	1	2	2	0	
Respect	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	
Other	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	1	1	
Non Voters																		
Would Not Vote	8	0	0	0	8	8	14	14	5	3	6	11	7	8	9	7	10	
Don't know	13	0	0	0	13	14	23	11	15	9	12	15	18	12	14	14	10	
Do you approve or disapprove of the Government's record to date?																		
Approve	42	40	84	5	51	42	38	22	39	38	51	47	32	38	46	44	35	24
Disapprove	38	38	5	80	23	39	37	41	35	45	31	33	44	39	29	37	45	51
Don't know	21	22	11	15	26	18	26	37	27	17	17	20	24	23	24	18	21	25

3-4 August

Weighted Sample
Unweighted Sample

Total	Voting intention			Gender		Age				Social grade		Region				
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2072	723	584	212	1008	1064	251	530	707	583	1097	974	268	671	445	507	181
2072	691	559	226	1020	1052	154	506	819	593	1251	819	297	685	402	461	227
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

14-15
July

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?

The kind of society it wants is broadly the kind of society I want

Applies most to the Conservatives	32	35	85	4	4	34	35	17	36	30	46	41	27	33	42	36	30	19
Applies most to Labour	25	24	1	76	5	27	22	22	18	31	23	23	26	28	16	22	30	41
Applies most to the Liberal Democrats	15	13	3	4	75	14	11	19	14	11	11	13	12	10	13	16	11	11
Applies to none of them	14	16	5	10	11	15	16	18	14	17	14	13	19	17	13	18	16	16
Don't know	14	13	7	6	5	10	16	24	18	11	6	10	16	13	15	9	13	13

It is led by people of real ability

Applies most to the Conservatives	31	30	74	3	15	28	32	13	30	27	43	36	24	30	35	33	27	14
Applies most to Labour	15	17	1	54	4	19	15	21	14	20	15	14	21	20	10	16	23	28
Applies most to the Liberal Democrats	8	6	1	2	41	6	6	11	5	6	4	6	5	7	7	7	5	3
Applies to none of them	25	28	11	32	20	30	25	27	25	32	25	25	30	23	25	27	30	36
Don't know	22	19	14	10	21	16	22	28	26	16	13	18	20	20	23	17	15	19

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	58	56	88	36	47	54	58	35	51	57	68	62	49	56	61	55	53	47
Applies most to Labour	11	13	2	38	3	15	11	15	13	14	11	11	15	12	8	14	16	22
Applies most to the Liberal Democrats	7	6	3	5	29	7	6	8	4	7	6	6	6	4	6	8	6	5
Applies to none of them	11	12	2	12	12	12	11	13	13	14	7	11	13	18	9	12	11	12
Don't know	13	13	5	9	9	12	15	30	19	8	7	10	17	11	15	11	14	14

It seems to chop and change all the time: you can never be quite sure what it stands for

Applies most to Labour	32	32	60	4	49	31	32	15	32	31	40	37	26	32	38	29	29	20
Applies most to the Liberal Democrats	24	23	20	38	7	26	21	23	20	25	24	25	22	21	20	26	22	35
Applies most to the Conservatives	18	20	3	45	17	21	20	20	17	23	20	18	23	22	15	20	26	27
Applies to none of them	8	7	4	5	13	7	7	10	8	8	4	7	8	12	7	5	7	4
Don't know	18	18	13	8	15	14	20	32	23	14	11	14	21	14	20	19	16	14

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	67	127
Male 25 to 39	227	266
Male 40 to 54	405	350
Male 55 +	321	266
Female 18 to 24	87	125
Female 25 to 39	279	265
Female 40 to 54	414	357
Female 55 +	272	318
Region		
North England	461	507
Midlands	308	342
East England	195	197
London	297	268
South England	490	474
Wales	94	103
Scotland	227	181
Social Grade		
AB	766	572
C1	607	593
C2	303	429
DE	368	450
Newspaper Type		
Express / Mail	425	312
Sun / Star	251	440
Mirror / Record	117	317
Guardian / Independent	175	66
FT / Times / Telegraph	257	182
Other Paper	221	238
No Paper	626	517
Political Party Identification		
Labour	656	672
Conservative	548	593
Liberal Democrat	233	249
Others	255	64
None/ DK	380	494

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