

YouGov / The Sun Survey Results

Sample Size: 2227 GB Adults
Fieldwork: 11th - 12th July 2010

	Voting intention			Gender		Age				Social grade		Region					
	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	2227	756	634	278	1077	1150	268	573	759	627	1248	942	288	726	476	546	192
Unweighted Sample	2227	700	614	294	1032	1195	149	591	857	630	1481	709	316	702	432	573	204
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	42	100	0	0	40	44	36	37	40	50	44	38	43	54	41	34	21
Lab	35	0	100	0	36	34	31	38	38	31	33	38	37	22	40	44	42
Lib Dem	15	0	0	100	16	15	22	18	14	12	17	13	13	18	11	16	18
Other	8	0	0	0	8	7	11	6	8	7	5	11	7	6	8	6	19

Other Parties Voting Intention

Green	2	0	0	0	1	2	3	1	2	0	1	2	2	2	1	0	4
UKIP	2	0	0	0	3	2	1	1	3	3	2	3	2	3	3	2	1
BNP	2	0	0	0	2	1	6	1	1	1	1	3	3	1	1	2	0
SNP / PCY	1	0	0	0	2	1	1	1	2	2	2	1	0	0	2	0	11
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	0	2	1	0	0	1	0	0	0	1	3

Non Voters

Would Not Vote	8	0	0	0	7	9	13	10	8	3	7	9	7	8	9	8	4
Don't know	11	0	0	0	7	16	14	14	11	8	11	12	9	13	10	11	11

7 - 8
July

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

Approve	43	42	84	5	58	44	39	29	36	41	52	46	35	40	50	40	36	32
Disapprove	35	36	3	78	20	37	35	42	37	37	32	33	40	36	26	38	45	46
Don't know	22	22	13	16	22	19	26	29	27	22	15	21	25	24	24	22	19	21

Weighted Sample
Unweighted Sample

	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
2227	756	634	278	1077	1150	268	573	759	627	1248	942	288	726	476	546	192
2227	700	614	294	1032	1195	149	591	857	630	1481	709	316	702	432	573	204
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

27-28
June

Here is a list of problems facing the country. Could you say for each of them which political party you think would handle the problem best?

National Health Service

Labour	32	33	3	89	17	38	28	25	34	35	32	32	35	35	22	33	41	48
Conservative	31	32	83	1	11	32	32	26	25	31	42	34	29	36	40	31	25	17
Liberal Democrat	10	9	2	1	56	10	8	11	8	9	9	10	7	6	10	8	10	11
Other	2	2	0	0	1	2	2	3	1	2	2	2	2	2	2	3	1	5
None	10	8	3	4	3	7	9	7	8	9	7	8	9	8	9	8	8	8
Don't know	16	16	9	4	12	11	21	26	23	14	8	15	19	14	18	18	16	13

Asylum and immigration

Conservative	47	44	82	24	29	47	41	35	41	44	52	46	41	51	49	44	36	39
Labour	13	14	0	43	5	14	14	12	15	15	12	14	14	15	9	13	20	15
Liberal Democrat	10	9	3	6	44	10	9	13	9	9	8	12	6	8	9	8	10	12
Other	5	7	4	2	5	8	5	11	5	6	7	5	9	7	7	7	6	5
None	11	10	4	12	6	10	11	6	10	11	12	10	11	9	11	11	11	8
Don't know	14	15	6	13	11	10	20	23	19	15	10	13	18	11	15	17	16	20

Law and order

Conservative	43	43	89	14	31	45	40	26	38	43	54	47	37	49	50	42	35	33
Labour	20	20	0	62	7	22	19	16	22	21	20	21	20	22	13	22	27	24
Liberal Democrat	8	8	1	2	45	9	7	14	7	8	7	9	7	6	8	8	9	10
Other	2	3	1	1	1	4	2	5	2	3	4	2	4	2	3	3	3	6
None	11	9	2	9	2	9	9	11	8	10	8	8	11	8	10	10	9	9
Don't know	17	17	7	11	13	10	23	28	22	16	9	14	21	13	18	16	18	17

Education and schools

Conservative	31	30	77	2	10	29	31	19	24	30	41	33	26	34	38	30	23	18
Labour	29	30	3	85	14	34	27	25	31	34	28	28	33	34	18	31	39	48
Liberal Democrat	14	13	7	4	64	15	11	15	14	12	12	15	10	9	15	11	13	11
Other	2	2	0	0	1	2	2	3	1	2	3	1	3	2	2	2	1	4
None	9	8	3	3	2	7	8	7	8	8	7	8	8	6	8	8	7	6
Don't know	16	17	11	6	10	13	21	31	22	14	9	14	21	15	18	18	17	13

Taxation

Conservative	36	33	82	3	13	33	33	18	29	34	43	37	28	35	41	33	26	22
Labour	25	25	1	74	7	27	23	19	26	27	24	24	26	30	14	27	32	33
Liberal Democrat	12	13	4	6	64	16	11	21	13	12	11	14	13	11	15	11	14	16
Other	2	2	0	0	1	3	2	3	1	2	3	2	3	2	2	2	1	5
None	11	10	3	7	3	10	10	10	10	9	9	9	12	8	10	9	11	8
Don't know	14	17	9	9	12	11	22	27	21	15	10	15	19	13	18	17	17	17

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	Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Unemployment

Conservative	33	30	76	3	12	29	31	26	26	28	39	34	26	34	37	30	23	16
Labour	27	27	3	75	10	31	23	20	28	29	26	27	27	32	17	26	34	36
Liberal Democrat	9	10	3	2	58	12	9	13	11	10	8	11	8	6	12	8	9	16
Other	2	2	0	0	1	3	2	5	1	2	3	2	3	2	2	3	2	5
None	13	12	5	10	6	12	11	11	10	12	13	10	14	9	11	12	13	11
Don't know	16	19	12	9	14	13	24	26	23	19	12	17	21	16	19	21	19	16

The economy in general

Conservative	36	37	90	3	18	38	36	24	32	35	50	41	32	39	46	36	30	22
Labour	26	26	1	81	5	29	23	22	26	28	25	25	27	31	15	27	34	34
Liberal Democrat	9	9	1	1	57	10	7	11	9	9	7	10	8	6	9	7	9	14
Other	2	2	0	1	1	3	2	6	1	2	2	2	3	2	2	2	2	4
None	9	8	2	6	4	8	9	9	9	9	7	8	10	6	9	9	9	8
Don't know	18	18	7	9	15	13	22	28	23	17	9	15	21	16	19	18	16	18

Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.

Decisive	35	34	65	9	40	34	33	32	29	32	40	36	30	34	39	33	28	28
Sticks to what he believes in	31	30	59	11	33	29	31	27	27	29	37	32	28	30	35	29	28	24
Charismatic	29	30	47	21	34	31	29	29	31	29	31	32	27	36	33	30	24	26
Strong	31	27	56	6	33	26	29	21	23	28	32	28	27	29	32	27	22	23
Honest	23	23	51	4	23	24	21	14	15	24	32	26	18	20	30	21	18	16
A natural leader	26	23	46	5	29	21	24	15	24	24	24	26	19	26	26	22	21	18
In touch with the concerns of ordinary people	16	17	41	1	14	15	19	12	12	16	25	17	18	12	24	18	12	10
Good in a crisis	15	14	31	1	14	12	15	12	13	13	16	14	13	16	16	14	11	8
None of these	28	28	2	57	20	29	26	28	26	32	25	25	32	26	20	26	36	40
Don't know	10	11	4	7	4	9	12	16	12	10	8	8	13	6	11	13	11	9

Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.

In touch with the concerns of ordinary people	26	25	36	8	59	23	26	24	25	24	26	26	24	24	29	25	21	22
Charismatic	23	23	31	16	40	24	22	26	27	21	20	26	18	22	26	21	21	23
Honest	26	22	30	8	56	24	20	15	24	24	21	26	17	18	25	22	21	19
Sticks to what he believes in	16	17	26	3	40	16	18	11	17	16	20	18	15	12	21	16	17	12
Decisive	14	16	23	5	43	16	16	12	15	16	19	15	16	12	16	18	15	18
Strong	12	11	17	2	35	12	11	9	10	11	14	12	11	8	12	12	11	15
A natural leader	10	10	12	4	33	10	9	11	12	8	9	11	8	8	12	9	9	9
Good in a crisis	7	6	8	2	23	7	6	5	8	5	7	8	5	4	7	7	6	7
None of these	31	32	16	61	5	34	31	27	26	36	37	30	36	36	23	34	40	37
Don't know	16	16	14	10	4	12	20	23	17	16	12	14	18	15	20	14	13	17

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	65	137
Male 25 to 39	233	283
Male 40 to 54	393	373
Male 55 +	341	284
Female 18 to 24	84	131
Female 25 to 39	358	290
Female 40 to 54	464	386
Female 55 +	289	342
Region		
North England	573	546
Midlands	328	364
East England	213	215
London	316	288
South England	489	511
Wales	104	112
Scotland	204	192
Social Grade		
AB	831	613
C1	650	635
C2	323	460
DE	386	482
Newspaper Type		
Express / Mail	522	451
Sun / Star	309	509
Mirror / Record	182	309
Guardian / Independent	164	91
FT / Times / Telegraph	211	170
Other Paper	318	275
No Paper	518	419
Political Party Identification		
Labour	715	725
Conservative	556	633
Liberal Democrat	259	266
Others	261	70
None/ DK	436	534

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