

YouGov / The Sun Survey Results

Sample Size: 2137 GB Adults
Fieldwork: 3rd - 4th August 2010

	Voting intention			Gender		Age				Social grade		Region						
	Total	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	2137	727	624	215	1034	1103	503	305	742	588	1194	900	275	701	456	521	184	
Unweighted Sample	2137	683	603	241	1024	1113	393	294	821	629	1352	742	298	719	427	494	199	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Headline Voting Intention																		
Con	42	100	0	0	40	45	37	44	38	51	47	36	39	53	43	35	21	
Lab	36	0	100	0	39	34	34	41	42	30	33	41	39	24	36	47	54	
Lib Dem	13	0	0	100	12	13	17	11	12	11	13	12	14	15	13	10	7	
Other	9	0	0	0	10	7	12	5	9	9	7	12	7	8	7	9	19	
Other Parties Voting Intention																		
UKIP	3	0	0	0	3	3	2	0	5	4	2	5	3	4	3	3	0	
Green	2	0	0	0	2	2	3	2	1	2	2	2	3	2	1	1	5	
BNP	2	0	0	0	3	1	5	1	1	1	2	2	1	2	2	3	1	
SNP / PCY	1	0	0	0	1	1	1	1	1	1	1	1	0	0	0	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	0	1	1	0	1	1	0	1	0	0	1	2	2	
Non Voters																		
Would Not Vote	6	0	0	0	4	8	12	5	5	3	5	7	6	5	5	7	10	
Don't know	14	0	0	0	10	17	17	13	12	13	13	15	17	11	13	14	17	
Do you approve or disapprove of the Government's record to date?																		
Approve	42	42	84	10	53	44	40	34	40	41	51	48	33	43	50	44	35	24
Disapprove	37	38	5	75	23	40	35	37	39	40	35	33	44	36	29	37	46	51
Don't know	21	21	11	15	24	16	24	29	21	20	14	19	23	21	21	19	19	26

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

	20-21 July	3-4 August																
How well or badly do you think the government are meeting their aims of...																		
Reducing the government's deficit																		
Very well	10	12	27	4	9	14	10	12	10	10	15	13	10	13	13	12	11	6
Fairly well	44	42	63	23	54	40	44	39	47	42	44	48	35	45	47	44	39	24
TOTAL WELL	54	54	90	27	63	54	54	51	57	52	59	61	45	58	60	56	50	30
Fairly badly	19	19	2	35	16	20	19	20	20	19	19	16	23	17	18	20	19	28
Very badly	10	10	0	23	6	11	9	7	11	12	8	8	12	8	6	10	14	15
TOTAL BADLY	29	29	2	58	22	31	28	27	31	31	27	24	35	25	24	30	33	43
Don't know	16	17	7	16	15	15	18	23	12	16	14	14	20	17	17	13	16	27
Reforming Britain's political system																		
Very well	5	5	11	1	2	5	4	5	4	3	6	4	5	5	4	5	6	1
Fairly well	34	33	57	13	49	31	35	31	30	32	36	37	27	34	39	34	27	18
TOTAL WELL	39	38	68	14	51	36	39	36	34	35	42	41	32	39	43	39	33	19
Fairly badly	24	25	11	38	26	28	23	24	27	28	22	24	27	23	21	26	28	36
Very badly	15	16	1	35	6	19	13	13	15	17	17	14	19	14	11	17	22	21
TOTAL BADLY	39	41	12	73	32	47	36	37	42	45	39	38	46	37	32	43	50	57
Don't know	22	22	20	12	16	18	25	27	23	20	18	21	22	25	26	18	17	24

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	59	130
Male 25 to 39	221	274
Male 40 to 54	390	360
Male 55 +	354	270
Female 18 to 24	101	127
Female 25 to 39	306	277
Female 40 to 54	421	373
Female 55 +	285	327
Region		
North England	494	521
Midlands	301	347
East England	202	209
London	298	275
South England	517	492
Wales	126	109
Scotland	199	184
Social Grade		
AB	757	586
C1	595	607
C2	316	440
DE	426	461
Newspaper Type		
Express / Mail	441	323
Sun / Star	231	453
Mirror / Record	149	327
Guardian / Independent	186	71
FT / Times / Telegraph	284	181
Other Paper	210	247
No Paper	636	536
Political Party Identification		
Labour	654	690
Conservative	563	609
Liberal Democrat	261	257
Others	247	66
None/ DK	412	516

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