

YouGov / The Sun Survey Results

Sample Size: 2731
Fieldwork: 6th - 7th July 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
All GB Adults	2731	922	812	393	1281	1450	252	534	711	586	1501	1226	346	895	566	680	244
Unweighted Sample	2731	896	797	394	1260	1471	159	538	790	596	1622	1106	365	884	538	673	271
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	40	100	0	0	39	42	34	39	37	48	44	35	44	48	39	36	23
Lab	36	0	100	0	37	34	40	36	40	28	32	40	38	24	37	45	46
Lib Dem	17	0	0	100	17	17	20	20	14	16	17	17	14	21	18	15	11
Other	7	0	0	0	7	7	5	5	9	8	6	8	4	7	6	4	20

Other Parties Voting Intention

SNP / PCY	2	0	0	0	2	2	0	2	2	2	2	2	0	0	2	0	17
Green	1	0	0	0	1	2	3	1	1	1	1	1	2	1	1	1	2
UKIP	2	0	0	0	2	2	0	1	3	3	1	2	0	3	1	2	0
BNP	1	0	0	0	1	1	1	1	1	1	1	1	0	1	1	1	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	0	1	1	1	1	1	1	1	0	1

Non Voters

Would Not Vote	6	0	0	0	4	8	6	9	6	3	5	8	4	6	6	6	9
Don't know	10	0	0	0	7	13	15	12	9	9	10	11	11	10	9	11	8

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

Approve	43	85	8	55	46	40	35	42	41	55	50	35	43	50	42	40	29
Disapprove	36	4	76	19	35	36	36	33	39	33	32	41	35	27	38	42	48
Don't know	21	10	16	26	18	23	29	24	20	13	19	23	22	23	20	18	22

If you had to choose, which of the following options would be best for Britain?

A majority Conservative government	27	70	2	4	29	26	25	23	27	35	31	23	31	31	27	25	16
A coalition between the Conservatives and Liberal Democrats	20	27	1	53	20	20	15	22	17	23	21	18	16	24	21	18	15
A coalition between Labour and the Liberal Democrats	16	0	27	32	17	16	18	18	16	10	16	16	18	14	15	16	24
A majority Labour government	22	0	67	0	24	21	20	17	28	22	19	26	23	15	23	27	31
Don't know	15	2	4	11	11	18	23	20	12	10	13	17	13	16	14	15	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	66	128
Male 25 to 39	227	265
Male 40 to 54	385	353
Male 55 +	312	265
Female 18 to 24	93	124
Female 25 to 39	311	269
Female 40 to 54	405	358
Female 55 +	284	321
Region		
North England	673	680
Midlands	389	433
East England	256	271
London	365	346
South England	628	625
Wales	149	133
Scotland	271	244
Social Grade		
AB	753	576
C1	586	594
C2	315	431
DE	397	450
Newspaper Type		
Express / Mail	665	466
Sun / Star	392	552
Mirror / Record	252	388
Guardian / Independent	193	93
FT / Times / Telegraph	304	253
Other Paper	390	330
No Paper	531	644
Political Party Identification		
Labour	674	674
Conservative	533	594
Liberal Democrat	254	252
Others	253	65
None/ DK	369	497

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