

YouGov / The Sun Survey Results

Sample Size: 1903 GB Adults
Fieldwork: 6th - 7th October 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	1903	630	568	181	929	974	228	489	652	534	1070	808	242	618	409	467	166
Unweighted Sample	1903	572	569	210	913	990	153	517	720	513	1239	639	289	635	368	410	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't Know and Wouldn't Vote]

Con	42	100	0	0	37	47	37	44	37	48	44	39	43	54	42	33	20
Lab	38	0	100	0	38	37	37	37	43	33	36	40	41	25	38	47	52
Lib Dem	12	0	0	100	14	10	13	14	11	11	13	10	9	15	10	14	6
Other	8	0	0	0	11	6	13	6	9	8	7	11	8	6	10	6	21

Other Parties Voting Intention

UKIP	3	0	0	0	3	2	0	1	3	5	2	4	2	3	4	2	1
SNP / PCY	2	0	0	0	2	2	3	1	3	1	2	2	0	0	2	0	18
BNP	2	0	0	0	3	1	5	1	2	1	2	3	3	1	3	3	2
Green	1	0	0	0	1	1	1	2	1	0	1	1	1	1	1	1	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	1	0	3	0	0	0	0	1	2	0	0	1	0

Non Voters

Would Not Vote	8	0	0	0	6	9	14	11	6	3	6	10	7	6	9	10	5
Don't know	13	0	0	0	10	16	13	16	13	11	12	15	11	15	16	11	11

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

	05-06 Oct	06-07 Oct																
Approve	42	43	88	8	62	45	40	34	43	39	50	47	37	40	54	41	35	29
Disapprove	40	40	3	82	19	39	41	47	35	45	36	37	45	46	28	39	47	60
Don't know	19	17	8	10	19	16	19	19	22	16	14	16	19	14	18	20	18	12

Weighted Sample
Unweighted Sample

Total	Voting intention			Gender		Age				Social grade		Region				
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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

22-23
Sep
**06-07
Oct**

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	86	3	12	35	35	23	33	33	43	38	31	34	44	37	26	22
Applies most to Labour	26	27	1	78	6	28	25	23	24	31	26	26	27	29	18	24	32	45
Applies most to the Liberal Democrats	13	10	1	5	65	13	8	12	12	9	9	12	8	10	10	10	11	9
Applies to none of them	16	15	4	9	7	15	15	11	15	16	15	11	19	16	14	14	15	17
Don't know	14	14	8	6	10	10	18	31	16	11	8	13	16	11	14	15	17	6

It is led by people of real ability

Applies most to the Conservatives	30	32	77	4	20	33	31	27	30	30	38	33	30	33	41	32	26	17
Applies most to Labour	17	19	1	57	1	19	18	18	16	20	19	19	19	20	12	17	23	33
Applies most to the Liberal Democrats	8	7	3	1	46	7	6	4	7	7	6	8	5	6	7	6	7	4
Applies to none of them	28	25	8	28	16	28	22	16	25	29	23	23	27	25	22	26	25	31
Don't know	17	18	11	10	17	13	22	34	21	13	14	17	19	17	17	19	19	15

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	54	62	94	45	58	60	64	47	58	63	71	64	60	56	66	62	63	53
Applies most to Labour	13	11	1	30	4	12	9	11	10	11	10	11	10	16	8	8	11	19
Applies most to the Liberal Democrats	7	4	1	2	24	4	4	3	3	4	4	4	3	3	3	4	5	2
Applies to none of them	13	12	1	12	9	14	9	12	14	13	8	10	14	13	11	13	9	16
Don't know	13	12	3	10	5	10	13	28	14	9	7	11	13	12	12	12	12	9

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

Applies most to Labour	33	34	65	6	57	35	34	19	32	36	41	36	32	34	43	30	32	22
Applies most to the Liberal Democrats	27	23	16	43	5	27	20	24	20	27	21	25	21	24	20	23	24	36
Applies most to the Conservatives	14	19	4	40	19	19	18	16	19	19	19	18	19	17	15	21	20	26
Applies to none of them	9	8	5	5	4	7	8	8	10	6	8	6	10	11	6	10	7	7
Don't know	17	16	9	6	15	11	20	32	19	12	10	15	17	14	16	16	18	10

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

		30 Sep - 01 Oct	06-07 Oct																
Do you think that David Cameron is doing well or badly as Prime Minister?																			
	Very well	13	17	45	1	10	17	17	12	12	16	24	19	13	18	21	17	14	5
	Fairly well	40	40	53	17	71	39	40	38	44	38	39	42	37	32	48	37	37	34
	TOTAL WELL	53	57	98	18	81	56	57	50	56	54	63	61	50	50	69	54	51	39
	Fairly badly	21	23	1	46	11	24	22	27	22	24	21	22	24	29	16	22	24	39
	Very badly	16	13	0	31	4	14	11	8	12	17	10	10	16	13	7	11	19	18
	TOTAL BADLY	37	36	1	77	15	38	33	35	34	41	31	32	40	42	23	33	43	57
	Don't know	10	8	1	5	4	6	10	15	10	6	6	7	10	8	7	13	6	4

		03-04 Oct	06-07 Oct																
Thinking about the way the government is cutting spending to reduce the government's deficit, do you think this is...																			
Good or bad for the economy?																			
	Good for the economy	43	50	91	14	64	50	49	42	49	45	58	54	44	47	59	49	44	36
	Bad for the economy	39	36	4	77	23	39	34	39	32	43	31	34	39	39	26	37	43	51
	Don't know	18	14	6	9	13	11	17	19	19	12	11	12	17	15	15	14	14	12

Being done fairly or unfairly?																			
	Fairly	33	39	75	12	48	40	37	35	38	37	43	43	34	37	47	35	35	29
	Unfairly	46	46	11	83	42	48	45	44	43	50	45	43	50	48	35	48	54	59
	Don't know	21	15	14	6	10	12	18	22	18	13	12	15	16	15	18	17	12	12

Having an impact on your own life, or not having an impact on your own life?																			
	Having an impact on my life	56	49	48	54	41	52	46	41	49	57	43	50	46	56	48	52	44	46
	Not having an impact on my life	25	31	36	27	44	31	32	35	29	27	37	31	32	25	31	29	36	34
	Don't know	19	20	16	18	15	17	22	24	23	16	20	19	22	19	21	19	20	20

And who do you think is most to blame for the current spending cuts?																			
	The Conservative-Liberal Democrat coalition	20	17	1	46	4	16	18	22	17	19	13	16	19	21	13	16	20	26
	The last Labour government	44	47	94	6	59	48	46	33	47	44	56	51	42	45	59	44	41	31
	Both	22	20	4	26	22	20	20	21	20	23	17	18	23	20	14	24	22	26
	Neither	8	10	1	20	14	13	7	10	7	12	10	10	10	10	8	9	13	13
	Don't know	6	5	1	3	1	3	8	14	8	2	4	5	6	5	6	7	4	5

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	116
	Male 25 to 39	219	246
	Male 40 to 54	364	323
	Male 55 +	264	243
	Female 18 to 24	87	112
	Female 25 to 39	298	243
	Female 40 to 54	356	329
	Female 55 +	249	291
Region			
	North England	410	467
	Midlands	269	314
	East England	179	182
	London	289	242
	South England	456	436
	Wales	99	95
	Scotland	201	166
Social Grade			
	AB	695	526
	C1	544	545
	C2	286	394
	DE	353	413
Newspaper Type			
	Express / Mail	351	285
	Sun / Star	207	406
	Mirror / Record	121	292
	Guardian / Independent	186	59
	FT / Times / Telegraph	221	163
	Other Paper	216	218
	No Paper	601	481
Political Party Identification			
	Labour	649	616
	Conservative	474	543
	Liberal Democrat	234	228
	Others	201	59
	None/ DK	345	456