

YouGov / The Sun Survey Results

Sample Size: 2165 GB Adults
Fieldwork: 7th - 8th 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
Weighted Sample	2165	745	618	279	1048	1117	261	553	744	607	1167	997	278	709	466	527	186
Unweighted Sample	2165	727	596	260	1016	1149	164	540	833	628	1292	872	280	743	405	504	233
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Headline Voting Intention <i>[Excluding Don't Knows and Wouldn't Votes]</i>																	
Con	42	100	0	0	40	44	33	39	41	49	46	37	45	51	46	31	23
Lab	35	0	100	0	36	33	40	38	36	29	32	39	36	26	30	45	50
Lib Dem	16	0	0	100	15	16	21	17	15	14	16	16	14	19	17	15	7
Other	7	0	0	0	8	6	6	6	8	8	6	9	5	5	7	9	19
Other Parties Voting Intention																	
SNP / PCY	2	0	0	0	2	1	2	1	2	2	2	2	0	0	0	1	16
Green	1	0	0	0	1	2	3	2	1	1	1	2	1	1	2	2	1
UKIP	3	0	0	0	3	3	1	1	3	4	2	3	1	3	3	4	1
BNP	1	0	0	0	2	0	1	1	1	1	1	1	1	0	1	2	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	1	0	0	1	0	1	0	1	1	0	0	0	1
Non Voters																	
Would Not Vote	6	0	0	0	5	6	10	8	5	3	5	7	6	4	8	6	5
Don't know	12	0	0	0	7	17	16	14	11	11	12	13	12	12	12	13	13
6 - 7 July																	
Do you approve or disapprove of the Government's record to date?																	
Approve	43	83	8	54	44	41	31	37	43	53	48	36	42	49	45	37	29
Disapprove	36	4	76	18	37	33	38	34	38	31	32	38	35	29	34	40	46
Don't know	21	13	17	28	19	26	31	29	20	17	20	25	23	22	21	23	25

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
23-24 June																		
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? It seems rather old and tired																		
Applies most to Labour	52	49	81	16	65	51	48	40	42	51	59	54	44	50	58	51	41	36
Applies most to the Conservatives	21	21	2	49	17	24	18	26	23	21	16	18	25	22	18	15	27	31
Applies most to the Liberal Democrats	2	3	3	6	1	4	3	2	2	3	6	4	3	5	1	5	4	5
Applies to none of them	12	11	8	17	7	9	13	7	12	12	11	12	10	7	11	13	11	15
Don't know	13	15	6	12	10	12	18	24	21	13	8	13	18	16	13	17	16	13
Even if I don't always agree with it, at least its heart is in the right place																		
Applies most to Labour	27	27	5	70	16	26	27	24	24	30	27	26	27	29	22	23	30	37
Applies most to the Conservatives	23	23	52	4	13	22	24	15	20	20	33	25	21	21	28	25	18	14
Applies most to the Liberal Democrats	22	22	25	9	56	24	20	28	23	21	20	22	22	20	25	24	18	20
Applies to none of them	14	15	11	10	7	15	15	9	15	18	14	15	15	16	12	13	19	18
Don't know	14	13	8	7	8	12	15	24	19	11	7	11	16	14	12	14	15	10
It seems to have succeeded in moving on and left its past behind it																		
Applies most to the Conservatives	34	33	67	9	29	33	32	26	29	33	39	35	29	28	37	34	30	27
Applies most to the Liberal Democrats	14	15	13	13	36	15	15	16	12	15	17	15	15	15	14	16	15	15
Applies most to Labour	12	10	1	30	4	12	8	15	9	11	9	9	12	10	8	9	14	15
Applies to none of them	24	26	13	35	20	27	25	19	28	27	25	27	25	28	26	24	25	29
Don't know	16	16	7	13	11	13	19	23	22	14	11	14	19	18	15	17	17	14
It seems to appeal to one section of society rather than to the whole country																		
Applies most to the Conservatives	41	44	15	76	52	45	42	45	44	45	41	43	45	39	40	41	49	57
Applies most to Labour	21	21	43	6	21	21	22	17	18	20	28	26	16	22	26	23	17	14
Applies most to the Liberal Democrats	11	10	16	7	10	10	10	7	9	11	11	11	10	12	10	10	9	11
Applies to none of them	10	10	13	5	10	10	9	6	9	11	10	8	11	9	9	10	13	5
Don't know	17	15	13	7	7	13	17	25	19	13	10	12	19	19	16	16	13	12

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	68	133
Male 25 to 39	238	277
Male 40 to 54	378	367
Male 55 +	332	272
Female 18 to 24	96	128
Female 25 to 39	302	276
Female 40 to 54	455	377
Female 55 +	296	335
Region		
North England	504	527
Midlands	295	358
East England	226	213
London	280	278
South England	517	496
Wales	110	107
Scotland	233	186
Social Grade		
AB	770	596
C1	601	616
C2	324	447
DE	431	467
Newspaper Type		
Express / Mail	492	330
Sun / Star	322	461
Mirror / Record	213	330
Guardian / Independent	140	67
FT / Times / Telegraph	250	189
Other Paper	300	248
No Paper	446	539
Political Party Identification		
Labour	699	704
Conservative	573	619
Liberal Democrat	242	260
Others	243	66
None/ DK	408	516

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