

YouGov / The Sun Survey Results

Sample Size: 2241 GB Adults
Fieldwork: 8th - 9th 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	
All GB adults		2241	702	619	263	1092	1149	513	335	774	620	1257	948	290	731	476	548	196	
Unweighted Sample		2241	725	583	259	1073	1168	414	329	884	614	1486	719	333	725	431	536	216	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Headline Voting Intention																			
	Con	40	100	0	0	36	44	36	36	37	49	44	35	41	51	39	34	22	
	Lab	36	0	100	0	38	33	36	36	39	32	32	41	35	25	37	46	38	
	Lib Dem	15	0	0	100	15	15	17	23	14	11	17	11	14	17	16	14	14	
	Other	9	0	0	0	10	8	11	5	10	9	7	12	10	7	9	6	25	
Other Parties Voting Intention																			
	UKIP	3	0	0	0	3	3	2	1	3	4	2	3	3	4	3	3	0	
	SNP / PCY	2	0	0	0	3	2	1	0	3	3	2	3	0	0	1	0	21	
	BNP	2	0	0	0	3	1	5	1	2	1	1	3	5	1	2	2	0	
	Green	1	0	0	0	1	2	1	2	1	1	1	2	2	1	1	0	3	
	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	1	1	
Non Voters																			
	Would Not Vote	7	0	0	0	6	7	10	8	7	4	5	10	8	8	6	6	4	
	Don't know	15	0	0	0	12	19	22	13	14	12	14	17	11	16	17	14	18	
Do you approve or disapprove of the Government's record to date?																			
	Approve	41	40	84	7	57	42	38	31	39	38	50	45	33	38	46	37	35	40
	Disapprove	37	38	5	77	20	39	37	36	37	42	35	34	45	41	31	38	44	45
	Don't know	22	22	11	16	23	18	25	33	24	19	15	21	23	21	23	24	21	16

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

25-26
July

8-9
August

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	32	5	88	16	38	27	29	33	37	28	31	34	33	22	32	41	43
Conservative	31	28	75	1	11	28	29	18	26	28	39	30	26	25	37	26	24	19
Liberal Democrat	9	8	3	1	52	8	8	8	13	7	8	10	5	11	9	8	6	8
Other	2	2	0	0	1	3	2	2	2	2	3	2	2	2	1	4	2	6
None	11	11	4	5	7	11	11	15	7	12	10	9	15	13	11	10	12	11
Don't know	16	18	12	5	14	12	22	29	19	14	11	18	18	17	19	21	15	13

Asylum and immigration

Conservative	42	39	79	20	29	40	38	29	34	40	49	42	35	38	45	37	36	36
Labour	14	13	1	42	6	15	12	14	18	12	12	13	14	13	8	16	17	17
Liberal Democrat	10	10	4	11	40	10	10	9	15	10	8	11	9	11	9	12	9	11
Other	7	8	5	5	4	10	6	10	8	8	6	7	10	7	7	9	8	9
None	13	14	4	12	9	15	13	12	9	16	15	12	17	17	13	10	16	13
Don't know	14	16	7	10	12	10	20	25	16	14	10	15	16	14	18	17	13	13

Law and order

Conservative	39	38	86	11	28	40	37	30	35	38	49	42	33	40	46	37	33	31
Labour	22	21	1	66	6	24	19	19	22	23	21	19	24	20	12	24	29	33
Liberal Democrat	7	7	0	3	47	7	7	6	12	7	7	8	6	6	8	7	7	7
Other	3	3	0	1	1	4	3	3	3	4	3	3	3	2	2	4	3	7
None	12	12	3	8	6	13	11	13	10	14	10	10	15	17	12	9	13	8
Don't know	16	18	9	10	13	12	23	30	18	15	10	17	19	15	19	20	15	15

Education and schools

Labour	29	30	4	82	13	34	26	23	32	34	30	27	34	33	18	29	40	43
Conservative	30	29	78	3	10	29	30	22	25	28	40	32	25	24	39	27	25	19
Liberal Democrat	12	11	4	4	60	12	11	12	16	11	9	14	8	11	12	13	10	11
Other	2	3	0	0	1	3	2	2	3	2	3	2	3	2	2	3	2	8
None	10	10	4	6	6	10	11	14	7	11	9	8	13	13	12	8	11	8
Don't know	16	16	10	6	10	11	21	27	17	14	9	16	16	16	18	21	12	11

Taxation

Conservative	33	32	83	4	15	34	31	22	29	32	44	36	28	30	40	30	29	23
Labour	25	24	1	73	6	28	21	22	24	27	23	23	26	26	15	24	34	33
Liberal Democrat	12	12	4	7	59	14	11	11	18	12	11	13	11	12	12	12	11	18
Other	3	2	0	0	1	3	2	2	3	2	3	2	2	2	2	3	1	7
None	11	11	3	8	5	10	12	14	8	12	9	8	15	12	12	10	11	9
Don't know	16	18	9	8	14	11	23	29	18	15	11	18	17	17	20	21	14	11

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	Total	Con	Lab	Lib Dem	Male	Female	18-29	30-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
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Unweighted Sample	2241	725	583	259	1073	1168	414	329	884	614	1486	719	333	725	431	536	216
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Unemployment

Conservative	31	30	77	4	13	28	32	24	28	29	37	32	26	26	38	28	26	22
Labour	27	27	5	77	11	32	22	24	28	30	26	26	29	30	19	25	36	32
Liberal Democrat	8	9	2	3	50	10	7	7	12	8	9	10	6	8	8	11	7	12
Other	3	3	1	0	1	3	3	2	4	3	3	3	3	3	2	4	2	7
None	13	13	4	8	9	13	13	14	11	14	12	10	16	16	13	10	14	15
Don't know	18	18	11	8	16	13	24	29	17	15	14	19	19	19	20	23	15	12

The economy in general

Conservative	35	36	88	4	23	37	35	30	30	33	47	39	31	34	44	34	31	27
Labour	25	25	1	78	6	30	21	22	29	28	23	23	28	27	16	24	35	33
Liberal Democrat	7	7	1	3	48	7	8	4	11	7	8	9	5	6	7	8	7	9
Other	2	3	0	0	1	3	2	2	3	3	3	2	3	2	2	3	2	6
None	12	11	2	6	7	10	12	14	8	12	9	9	14	14	11	9	11	11
Don't know	18	18	9	10	14	13	22	28	18	17	10	17	18	17	19	22	13	14

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

Sticks to what he believes in	30	30	58	12	33	29	30	23	28	29	37	33	24	25	34	27	30	23
Charismatic	32	30	48	17	42	32	27	29	32	29	30	31	27	32	30	28	28	32
Decisive	32	28	56	7	39	28	28	20	32	26	35	31	24	29	30	23	30	25
Strong	26	24	51	5	28	24	24	21	27	21	27	27	20	22	28	22	22	23
Honest	22	22	51	4	23	22	22	12	17	21	34	26	17	19	28	18	19	19
A natural leader	24	20	43	4	24	20	20	17	26	17	24	22	18	20	24	19	18	17
In touch with the concerns of ordinary people	17	15	38	1	14	12	17	8	11	14	23	16	13	13	19	12	15	8
Good in a crisis	14	12	28	1	15	12	12	7	14	10	16	13	10	10	13	14	10	9
None of these	30	32	2	64	15	32	31	28	27	35	33	29	36	33	24	31	38	42
Don't know	10	9	4	4	6	7	11	17	9	8	4	8	11	9	11	13	6	3

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	23	23	32	9	58	25	22	25	27	22	22	26	19	19	26	23	22	23
Honest	23	22	34	7	53	25	19	18	27	21	25	25	17	19	25	22	20	23
Charismatic	22	20	29	11	39	21	19	18	26	20	20	23	17	19	24	19	16	22
Sticks to what he believes in	17	15	22	5	39	16	15	13	14	16	17	17	13	14	15	17	14	14
Decisive	12	11	14	3	33	12	10	8	16	9	12	12	8	9	12	10	9	11
A natural leader	9	10	12	3	31	12	8	8	17	8	11	12	8	8	11	9	10	13
Strong	10	9	14	2	27	10	9	6	13	9	11	10	8	11	11	6	9	12
Good in a crisis	6	7	8	2	24	7	6	4	9	7	6	7	6	6	6	6	7	8
None of these	35	36	17	64	5	38	35	27	29	41	42	32	42	39	29	32	46	43
Don't know	16	17	16	11	8	13	21	27	18	14	12	16	18	17	20	20	11	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	61	138
Male 25 to 39	240	288
Male 40 to 54	422	382
Male 55 +	350	284
Female 18 to 24	96	131
Female 25 to 39	344	288
Female 40 to 54	457	387
Female 55 +	271	343
Region		
North England	536	548
Midlands	315	365
East England	229	215
London	333	290
South England	496	516
Wales	116	111
Scotland	216	196
Social Grade		
AB	856	617
C1	630	639
C2	312	463
DE	407	485
Newspaper Type		
Express / Mail	455	336
Sun / Star	236	474
Mirror / Record	133	343
Guardian / Independent	235	72
FT / Times / Telegraph	330	195
Other Paper	201	258
No Paper	651	563
Political Party Identification		
Labour	671	730
Conservative	627	640
Liberal Democrat	250	270
Others	288	67
None/ DK	405	534

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