

# YouGov / The Sun Survey Results

Sample Size: 1967 GB Adults  
Fieldwork: 7th - 8th September 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 |
| <b>Weighted Sample</b> | <b>1967</b>      | 663 | 583 | 189     | 955  | 1012   | 238   | 506   | 669   | 554          | 1100 | 830    | 254    | 636           | 419              | 487   | 171      |
| Unweighted Sample      | 1967             | 602 | 590 | 202     | 927  | 1040   | 153   | 540   | 764   | 510          | 1258 | 672    | 264    | 641           | 374              | 467   | 221      |
|                        | %                | %   | %   | %       | %    | %      | %     | %     | %     | %            | %    | %      | %      | %             | %                | %     | %        |

## Headline Voting Intention

|         |    |     |     |     |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------|----|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con     | 43 | 100 | 0   | 0   | 41 | 45 | 39 | 39 | 40 | 51 | 45 | 40 | 41 | 55 | 47 | 33 | 17 |
| Lab     | 38 | 0   | 100 | 0   | 39 | 36 | 39 | 40 | 41 | 31 | 35 | 42 | 45 | 24 | 32 | 49 | 60 |
| Lib Dem | 12 | 0   | 0   | 100 | 11 | 13 | 15 | 15 | 11 | 10 | 13 | 11 | 8  | 14 | 15 | 11 | 7  |
| Other   | 7  | 0   | 0   | 0   | 9  | 5  | 6  | 7  | 8  | 7  | 7  | 7  | 6  | 7  | 6  | 7  | 16 |

## Other Parties Voting Intention

|           |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |
|-----------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| Green     | 2 | 0 | 0 | 0 | 2 | 2 | 4 | 2 | 2 | 1 | 2 | 2 | 3 | 2 | 1 | 2 | 1  |
| UKIP      | 2 | 0 | 0 | 0 | 3 | 2 | 0 | 2 | 3 | 3 | 2 | 3 | 1 | 3 | 3 | 2 | 1  |
| SNP / PCY | 1 | 0 | 0 | 0 | 2 | 1 | 2 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 13 |
| BNP       | 1 | 0 | 0 | 0 | 2 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1  |
| Respect   | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0  |
| Other     | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 1 | 0  |

## Non Voters

|                |    |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------|----|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|
| Would Not Vote | 8  | 0 | 0 | 0 | 6 | 10 | 16 | 11 | 8  | 3  | 6  | 11 | 6  | 9  | 9  | 7  | 10 |
| Don't know     | 13 | 0 | 0 | 0 | 9 | 17 | 14 | 17 | 12 | 11 | 12 | 14 | 13 | 11 | 14 | 14 | 14 |

06-07  
Sept

07-08  
Sept

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

|            |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Approve    | 41 | 39 | 86 | 6  | 45 | 44 | 35 | 32 | 35 | 37 | 49 | 45 | 32 | 36 | 47 | 45 | 34 | 19 |
| Disapprove | 39 | 41 | 6  | 82 | 20 | 41 | 41 | 41 | 42 | 45 | 36 | 38 | 45 | 42 | 33 | 36 | 48 | 60 |
| Don't know | 20 | 19 | 9  | 12 | 35 | 15 | 24 | 27 | 23 | 18 | 15 | 17 | 22 | 22 | 20 | 19 | 18 | 20 |

|                   | 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   | 1967             | 663 | 583 | 189     | 955  | 1012   | 238   | 506   | 669   | 554          | 1100 | 830    | 254    | 636           | 419              | 487   | 171      |
| Unweighted Sample | 1967             | 602 | 590 | 202     | 927  | 1040   | 153   | 540   | 764   | 510          | 1258 | 672    | 264    | 641           | 374              | 467   | 221      |
|                   | %                | %   | %   | %       | %    | %      | %     | %     | %     | %            | %    | %      | %      | %             | %                | %     | %        |

24-25  
Aug  
07-08  
Sept

How well or badly do you think the government are meeting their aims of...

Reducing the government's deficit

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 9         | 8         | 19        | 1         | 6         | 9         | 6         | 8         | 8         | 6         | 9         | 9         | 6         | 10        | 8         | 9         | 6         | 5         |
| Fairly well        | 44        | 43        | 70        | 20        | 55        | 47        | 38        | 43        | 40        | 40        | 48        | 46        | 38        | 40        | 50        | 46        | 37        | 24        |
| <b>TOTAL WELL</b>  | <b>53</b> | <b>51</b> | <b>89</b> | <b>21</b> | <b>61</b> | <b>56</b> | <b>44</b> | <b>51</b> | <b>48</b> | <b>46</b> | <b>57</b> | <b>55</b> | <b>44</b> | <b>50</b> | <b>58</b> | <b>55</b> | <b>43</b> | <b>29</b> |
| Fairly badly       | 20        | 24        | 4         | 45        | 16        | 23        | 24        | 20        | 26        | 26        | 20        | 23        | 25        | 28        | 19        | 20        | 27        | 33        |
| Very badly         | 11        | 12        | 0         | 23        | 7         | 11        | 12        | 11        | 12        | 14        | 10        | 11        | 13        | 9         | 7         | 11        | 16        | 23        |
| <b>TOTAL BADLY</b> | <b>31</b> | <b>36</b> | <b>4</b>  | <b>68</b> | <b>23</b> | <b>34</b> | <b>36</b> | <b>31</b> | <b>38</b> | <b>40</b> | <b>30</b> | <b>34</b> | <b>38</b> | <b>37</b> | <b>26</b> | <b>31</b> | <b>43</b> | <b>56</b> |
| Don't know         | 16        | 14        | 7         | 11        | 16        | 10        | 18        | 18        | 14        | 13        | 13        | 12        | 18        | 13        | 15        | 13        | 14        | 14        |

Reforming Britian's political system

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 3         | 4         | 9         | 1         | 4         | 5         | 4         | 9         | 3         | 3         | 5         | 5         | 4         | 5         | 3         | 7         | 4         | 3         |
| Fairly well        | 30        | 28        | 55        | 7         | 35        | 29        | 27        | 24        | 26        | 29        | 31        | 31        | 25        | 28        | 37        | 29        | 21        | 17        |
| <b>TOTAL WELL</b>  | <b>33</b> | <b>32</b> | <b>64</b> | <b>8</b>  | <b>39</b> | <b>34</b> | <b>31</b> | <b>33</b> | <b>29</b> | <b>32</b> | <b>36</b> | <b>36</b> | <b>29</b> | <b>33</b> | <b>40</b> | <b>36</b> | <b>25</b> | <b>20</b> |
| Fairly badly       | 26        | 28        | 14        | 41        | 27        | 27        | 29        | 27        | 29        | 28        | 27        | 28        | 28        | 30        | 24        | 27        | 30        | 34        |
| Very badly         | 18        | 20        | 2         | 39        | 13        | 23        | 16        | 18        | 20        | 22        | 18        | 18        | 22        | 16        | 16        | 17        | 24        | 33        |
| <b>TOTAL BADLY</b> | <b>44</b> | <b>48</b> | <b>16</b> | <b>80</b> | <b>40</b> | <b>50</b> | <b>45</b> | <b>45</b> | <b>49</b> | <b>50</b> | <b>45</b> | <b>46</b> | <b>50</b> | <b>46</b> | <b>40</b> | <b>44</b> | <b>54</b> | <b>67</b> |
| Don't know         | 22        | 20        | 19        | 12        | 22        | 16        | 23        | 24        | 22        | 18        | 19        | 18        | 22        | 20        | 21        | 20        | 21        | 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. |
|---------------------------------------|----------------|--------------|
| <b>Age and Gender</b>                 |                |              |
| Male 18 to 24                         | 59             | 121          |
| Male 25 to 39                         | 227            | 254          |
| Male 40 to 54                         | 375            | 329          |
| Male 55 +                             | 266            | 251          |
| Female 18 to 24                       | 94             | 117          |
| Female 25 to 39                       | 313            | 252          |
| Female 40 to 54                       | 389            | 340          |
| Female 55 +                           | 244            | 303          |
| <b>Region</b>                         |                |              |
| North England                         | 467            | 487          |
| Midlands                              | 281            | 321          |
| East England                          | 172            | 189          |
| London                                | 264            | 254          |
| South England                         | 469            | 447          |
| Wales                                 | 93             | 99           |
| Scotland                              | 221            | 171          |
| <b>Social Grade</b>                   |                |              |
| AB                                    | 691            | 540          |
| C1                                    | 567            | 560          |
| C2                                    | 298            | 405          |
| DE                                    | 374            | 425          |
| <b>Newspaper Type</b>                 |                |              |
| Express / Mail                        | 353            | 297          |
| Sun / Star                            | 237            | 418          |
| Mirror / Record                       | 132            | 299          |
| Guardian / Independent                | 176            | 63           |
| FT / Times / Telegraph                | 254            | 169          |
| Other Paper                           | 198            | 228          |
| No Paper                              | 617            | 494          |
| <b>Political Party Identification</b> |                |              |
| Labour                                | 660            | 636          |
| Conservative                          | 490            | 560          |
| Liberal Democrat                      | 238            | 234          |
| Others                                | 211            | 64           |
| None/ DK                              | 368            | 473          |