

YouGov / The Sun Survey Results

Sample Size: 1948 GB adults
Fieldwork: 8th - 9th 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
Weighted Sample	1948	652	566	211	946	1002	234	501	664	548	1094	825	250	635	419	475	170
Unweighted Sample	1948	619	548	214	969	979	161	508	740	539	1272	647	280	638	366	455	209
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	42	100	0	0	39	45	36	41	37	51	45	38	38	49	45	41	19
Lab	37	0	100	0	38	35	38	33	43	32	32	43	46	26	34	44	50
Lib Dem	14	0	0	100	14	13	18	18	12	11	15	11	10	17	15	10	13
Other	8	0	0	0	8	7	8	7	9	6	7	8	6	8	6	5	18

Other Parties Voting Intention

SNP / PCY	2	0	0	0	3	1	3	1	3	2	2	1	0	0	2	0	17
UKIP	2	0	0	0	2	3	0	2	3	3	2	3	2	4	2	2	1
Green	1	0	0	0	1	1	1	2	1	1	1	1	1	3	0	1	0
BNP	1	0	0	0	2	0	1	1	1	0	1	1	1	1	1	1	0
Respect	0	0	0	0	0	0	1	0	0	0	0	0	2	0	0	0	0
Other	1	0	0	0	1	1	0	1	1	0	1	1	0	0	1	2	0

Non Voters

Would Not Vote	7	0	0	0	6	8	16	10	6	3	5	10	6	7	6	9	7
Don't know	13	0	0	0	9	18	13	15	14	12	11	17	15	14	9	16	12

07-08
Sept

8-9
Sept

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

Approve	39	42	87	6	58	45	40	35	43	39	49	48	35	39	47	48	39	25
Disapprove	41	40	5	80	21	42	37	41	32	45	38	35	46	41	34	35	44	57
Don't know	19	18	9	14	21	13	23	24	24	16	13	17	19	19	19	17	18	17

Weighted Sample
Unweighted Sample

Total	Voting intention			Gender		Age				Social grade		Region				
	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1948	652	566	211	946	1002	234	501	664	548	1094	825	250	635	419	475	170
1948	619	548	214	969	979	161	508	740	539	1272	647	280	638	366	455	209
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	33	83	3	9	32	34	23	28	30	44	36	28	30	37	36	30	19
Applies most to Labour	27	0	80	6	31	23	20	22	34	24	26	28	32	21	25	31	33
Applies most to the Liberal Democrats	12	4	3	68	15	10	15	18	10	10	15	9	13	12	15	9	15
Applies to none of them	15	5	8	8	14	15	12	14	16	14	12	18	13	15	12	15	18
Don't know	14	8	7	10	8	19	29	19	10	8	11	17	13	14	12	15	16

It is led by people of real ability

Applies most to the Conservatives	30	74	2	16	30	30	22	29	27	38	33	25	26	33	35	27	17
Applies most to Labour	18	1	55	5	21	15	17	12	22	18	17	19	18	13	20	22	19
Applies most to the Liberal Democrats	5	1	1	34	6	4	5	6	4	5	6	4	5	5	4	5	7
Applies to none of them	28	12	29	24	29	26	24	27	31	26	27	29	33	27	25	25	38
Don't know	20	11	12	20	14	25	32	26	16	13	17	23	18	22	15	22	19

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	53	86	30	52	53	53	37	51	52	62	57	46	46	58	57	47	50
Applies most to Labour	14	3	40	4	15	12	18	12	16	11	12	16	17	11	13	17	13
Applies most to the Liberal Democrats	5	1	2	25	7	3	3	6	4	6	5	4	6	3	7	5	4
Applies to none of them	14	5	17	8	15	13	18	12	15	13	12	16	14	13	11	15	21
Don't know	15	6	11	10	11	18	24	19	13	8	12	18	17	15	12	16	13

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

Applies most to Labour	33	64	5	47	34	32	19	33	32	40	34	31	30	36	38	29	23
Applies most to the Liberal Democrats	24	18	42	6	26	21	21	18	28	24	27	18	24	23	20	24	32
Applies most to the Conservatives	18	3	41	15	20	17	18	16	18	20	16	22	24	14	18	21	20
Applies to none of them	7	5	4	8	8	7	12	9	7	5	6	9	6	8	6	8	11
Don't know	18	10	7	23	12	23	30	24	15	10	16	20	16	19	18	18	13

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	73	119
Male 25 to 39	211	248
Male 40 to 54	386	328
Male 55 +	299	251
Female 18 to 24	88	115
Female 25 to 39	297	254
Female 40 to 54	354	336
Female 55 +	240	297
Region		
North England	455	475
Midlands	250	321
East England	185	187
London	280	250
South England	453	447
Wales	116	98
Scotland	209	170
Social Grade		
AB	710	537
C1	562	557
C2	298	403
DE	349	422
Newspaper Type		
Express / Mail	368	292
Sun / Star	227	414
Mirror / Record	129	297
Guardian / Independent	154	58
FT / Times / Telegraph	227	167
Other Paper	227	228
No Paper	616	493
Political Party Identification		
Labour	626	628
Conservative	501	559
Liberal Democrat	225	233
Others	221	63
None/ DK	375	466