

YouGov / The Sun Survey Results

Sample Size: 1940 GB Adults
Fieldwork: 10th - 11th 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
Weighted Sample	1940	627	565	226	942	998	432	300	672	535	1086	820	250	635	413	472	170
Unweighted Sample	1940	615	530	238	974	966	328	312	711	589	1298	608	259	697	363	452	169
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding don't know and wouldn't vote]

Con	41	100	0	0	38	44	35	36	38	49	44	35	44	50	42	36	10
Lab	37	0	100	0	36	37	33	42	38	34	33	43	36	24	41	44	53
Lib Dem	15	0	0	100	16	13	24	14	14	9	16	13	12	18	12	14	15
Other	8	0	0	0	10	7	8	7	10	7	7	9	8	7	5	7	22

Other Parties Voting Intention

SNP / PCY	2	0	0	0	3	1	3	1	2	1	2	2	0	0	0	0	20
Green	2	0	0	0	1	2	1	4	2	1	2	2	3	2	1	1	1
UKIP	2	0	0	0	2	2	1	0	3	3	2	2	3	4	1	2	0
BNP	2	0	0	0	3	1	2	2	2	1	1	2	2	1	3	2	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	1	1	0	0	1	1	1	0	0	0	2	1

Non Voters

Would Not Vote	7	0	0	0	6	8	11	9	5	5	5	9	7	6	11	6	2
Don't know	13	0	0	0	11	16	16	14	13	11	13	13	12	13	13	16	12

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

	9-10 August	10-11 August																
Approve	41	41	86	6	57	43	39	36	39	40	47	46	34	46	47	42	36	21
Disapprove	39	40	5	81	16	41	40	39	37	43	39	36	47	42	33	37	45	61
Don't know	20	19	9	12	26	16	21	24	24	16	14	18	19	12	20	21	19	18

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

		3-4 August	10-11 August																
How well or badly do you think the government are meeting their aims of...																			
Reducing the government's deficit																			
	Very well	12	9	19	2	10	12	5	11	8	9	7	11	6	10	8	9	9	5
	Fairly well	42	45	70	19	62	44	46	40	46	43	50	49	39	43	52	47	39	31
	TOTAL WELL	54	54	89	21	72	56	51	51	54	52	57	60	45	53	60	56	48	36
	Fairly badly	19	22	4	39	13	19	24	17	22	22	24	19	26	21	19	18	24	34
	Very badly	10	13	1	30	1	16	10	15	12	14	11	11	16	16	8	13	17	18
	TOTAL BADLY	29	35	5	69	14	35	34	32	34	36	35	30	42	37	27	31	41	52
	Don't know	17	12	6	10	13	9	14	17	12	12	7	11	13	10	12	12	12	12
Reforming Britian's political system																			
	Very well	5	3	7	0	6	4	3	5	1	4	3	3	3	2	3	4	6	1
	Fairly well	33	31	58	10	42	30	32	26	31	31	35	35	26	32	36	36	25	18
	TOTAL WELL	38	34	65	10	48	34	35	31	32	35	38	38	29	34	39	40	31	19
	Fairly badly	25	27	13	36	28	26	27	27	26	25	28	26	27	28	27	22	26	39
	Very badly	16	21	2	44	6	23	18	20	23	22	18	18	24	24	15	19	25	30
	TOTAL BADLY	41	48	15	80	34	49	45	47	49	47	46	44	51	52	42	41	51	69
	Don't know	22	19	19	11	17	16	21	22	19	18	16	17	20	15	20	20	19	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	61	120
Male 25 to 39	218	248
Male 40 to 54	348	328
Male 55 +	347	246
Female 18 to 24	78	113
Female 25 to 39	282	250
Female 40 to 54	353	338
Female 55 +	253	296
Region		
North England	452	472
Midlands	235	317
East England	196	188
London	259	250
South England	501	447
Wales	128	96
Scotland	169	170
Social Grade		
AB	718	534
C1	580	553
C2	279	400
DE	329	419
Newspaper Type		
Express / Mail	392	292
Sun / Star	187	412
Mirror / Record	119	296
Guardian / Independent	177	64
FT / Times / Telegraph	268	168
Other Paper	161	221
No Paper	636	487
Political Party Identification		
Labour	604	627
Conservative	523	557
Liberal Democrat	241	232
Others	224	62
None/ DK	348	461

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