

YouGov / The Sun Survey Results

Sample Size: 2000 GB Adults
Fieldwork: 11th - 12th 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	2000	655	579	215	976	1024	461	293	685	561	1120	845	257	653	428	488	175
Unweighted Sample	2000	624	556	231	983	1017	375	297	780	548	1308	657	268	668	383	479	202
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	42	100	0	0	38	46	35	41	34	55	46	36	38	53	51	30	13
Lab	37	0	100	0	40	34	41	38	43	26	33	43	41	27	31	47	54
Lib Dem	14	0	0	100	14	13	17	15	13	11	15	12	13	16	12	13	12
Other	8	0	0	0	9	6	7	6	10	7	7	9	7	5	5	9	21

Other Parties Voting Intention

UKIP	3	0	0	0	4	2	0	0	4	3	2	3	4	2	3	4	1
SNP / PCY	2	0	0	0	2	1	1	2	2	1	2	1	0	0	1	0	16
BNP	2	0	0	0	2	1	2	0	2	2	1	3	1	1	1	4	1
Green	1	0	0	0	1	2	3	2	1	0	1	1	2	2	0	1	2
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	1	1	0	0	0	1	0	0	1	0	1

Non Voters

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

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

		10-11 August	11-12 August														
Approve	41	41	85	7	54	42	40	36	40	36	51	47	32	37	50	44	35
Disapprove	40	40	3	82	24	43	37	36	42	47	33	35	47	50	31	33	47
Don't know	19	19	11	12	22	15	23	28	18	17	15	18	21	13	19	23	18

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

4-5
August

11-12
August

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	35	33	85	3	7	32	34	24	33	30	45	38	26	34	41	40	23	12
Applies most to Labour	24	26	1	78	4	31	22	24	28	31	22	25	29	27	19	23	33	44
Applies most to the Liberal Democrats	13	12	3	3	71	13	11	14	14	11	11	14	8	12	13	10	10	14
Applies to none of them	16	15	4	10	11	15	15	11	16	18	14	12	19	15	14	12	19	17
Don't know	13	14	7	6	6	9	18	27	9	10	9	11	18	11	13	15	15	13

It is led by people of real ability

Applies most to the Conservatives	30	30	77	4	13	29	31	25	27	27	40	34	25	30	39	36	20	12
Applies most to Labour	17	16	0	50	4	17	14	14	15	18	13	14	17	16	11	14	18	31
Applies most to the Liberal Democrats	6	5	1	1	40	5	6	6	5	5	5	6	5	3	5	5	5	10
Applies to none of them	28	30	9	33	24	33	26	26	35	33	25	29	31	34	25	24	37	34
Don't know	19	19	12	12	19	15	23	28	18	17	15	17	22	16	20	21	20	14

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	56	57	90	36	47	57	57	44	61	57	67	62	51	54	61	65	54	39
Applies most to Labour	13	14	2	40	3	15	13	16	13	15	12	13	15	19	11	11	13	25
Applies most to the Liberal Democrats	6	5	2	3	33	7	4	7	7	4	5	5	5	8	6	4	3	7
Applies to none of them	12	11	2	10	8	12	9	10	11	12	9	9	12	9	10	7	14	18
Don't know	13	13	3	11	9	9	16	23	9	12	7	10	16	10	12	13	16	11

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

Applies most to Labour	32	30	57	5	48	29	31	23	30	29	36	33	25	24	35	34	25	22
Applies most to the Conservatives	20	22	5	45	22	24	20	20	23	25	19	19	26	32	20	16	23	29
Applies most to the Liberal Democrats	23	22	20	35	7	24	21	21	24	21	24	25	19	22	18	25	25	26
Applies to none of them	7	7	5	5	7	9	6	8	7	7	7	7	8	8	7	4	10	6
Don't know	18	19	13	10	16	14	23	27	16	18	13	16	22	14	20	21	17	17

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	63	122
Male 25 to 39	227	258
Male 40 to 54	381	338
Male 55 +	312	259
Female 18 to 24	91	119
Female 25 to 39	290	255
Female 40 to 54	396	344
Female 55 +	240	307
Region		
North England	479	488
Midlands	287	328
East England	206	192
London	268	257
South England	462	461
Wales	96	99
Scotland	202	175
Social Grade		
AB	766	550
C1	542	570
C2	301	413
DE	356	432
Newspaper Type		
Express / Mail	397	304
Sun / Star	213	424
Mirror / Record	135	305
Guardian / Independent	200	66
FT / Times / Telegraph	274	173
Other Paper	207	228
No Paper	574	500
Political Party Identification		
Labour	643	648
Conservative	545	575
Liberal Democrat	234	240
Others	225	59
None/ DK	353	479

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