

YouGov / The Sun Survey Results

Sample Size: 2173
Fieldwork: 12th - 13th July 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
All GB Adults	2173	731	619	256	1055	1118	262	558	741	612	1112	1058	279	708	466	531	190
Unweighted Sample	2173	700	598	273	1041	1132	169	535	859	610	1263	908	299	686	433	543	212
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	42	100	0	0	40	43	35	42	37	50	46	37	46	53	37	36	18
Lab	35	0	100	0	36	35	40	35	43	25	31	40	33	22	38	44	56
Lib Dem	15	0	0	100	15	14	18	17	12	15	15	14	12	17	15	13	12
Other	8	0	0	0	9	7	7	6	8	11	7	10	8	7	11	7	13

Other Parties Voting Intention

SNP / PCY	2	0	0	0	2	1	5	1	2	1	2	1	1	1	2	0	11
Green	2	0	0	0	2	2	1	3	2	1	2	2	2	2	1	1	2
UKIP	3	0	0	0	4	2	0	1	3	5	2	4	1	3	5	3	0
BNP	1	0	0	0	1	1	1	0	1	2	1	1	1	0	2	1	1
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	0	1	1	2	1	1	3	0	1	2	1

Non Voters

Would Not Vote	8	0	0	0	8	7	17	11	4	5	6	10	5	8	11	7	6
Don't know	12	0	0	0	7	15	11	12	11	12	12	11	13	11	11	11	13

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

Approve	42	84	6	59	45	40	34	39	40	51	46	39	46	51	40	36	28
Disapprove	35	4	75	13	36	34	33	33	38	32	32	37	30	25	36	42	52
Don't know	23	12	18	28	19	27	34	28	21	16	22	24	24	24	24	22	21

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

Reducing the government's deficit

Very well	12	26	2	14	15	8	9	13	10	14	14	10	13	12	11	12	9
Fairly well	43	61	22	59	43	42	40	41	41	47	46	40	45	48	41	41	29
Fairly badly	19	3	39	15	18	20	17	18	23	17	18	20	16	13	22	22	31
Very badly	11	0	26	1	11	10	8	9	13	10	9	12	12	9	9	12	15
Don't know	16	9	11	11	12	19	26	18	13	13	13	18	13	18	18	12	16

Reforming Britain's political system

Very well	5	11	0	11	7	4	7	5	4	7	5	5	5	5	5	7	4
Fairly well	33	56	12	46	32	33	20	32	34	37	37	29	35	38	28	32	23
Fairly badly	24	11	39	25	25	24	24	23	28	22	25	23	23	21	25	26	33
Very badly	15	2	32	5	16	13	12	13	17	14	13	17	16	11	12	18	21
Don't know	23	20	16	13	20	25	38	27	17	20	20	26	21	25	29	18	18

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	66	134
Male 25 to 39	234	279
Male 40 to 54	415	365
Male 55 +	326	278
Female 18 to 24	103	128
Female 25 to 39	301	280
Female 40 to 54	444	376
Female 55 +	284	334
Region		
North England	543	531
Midlands	326	359
East England	202	207
London	299	279
South England	484	501
Wales	107	107
Scotland	212	190
Social Grade		
AB	768	599
C1	627	620
C2	324	449
DE	419	470
Newspaper Type		
Express / Mail	502	435
Sun / Star	321	491
Mirror / Record	218	338
Guardian / Independent	182	81
FT / Times / Telegraph	253	191
Other Paper	265	280
No Paper	426	351
Political Party Identification		
Labour	702	706
Conservative	564	617
Liberal Democrat	250	262
Others	242	68
None/ DK	415	520

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