

YouGov / The Sun Survey Results

Sample Size: 2108 GB Adults
Fieldwork: 12th - 13th September 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 | 2108 | 674 | 630 | 199 | 1026 | 1082 | 453 | 335 | 736 | 583 | 1182 | 892 | 267 | 689 | 455 | 512 | 184 |
| Unweighted Sample | 2108 | 629 | 644 | 203 | 1037 | 1071 | 354 | 346 | 851 | 557 | 1355 | 719 | 322 | 677 | 408 | 480 | 221 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Headline Voting Intention

[Excluding Don't know and Wouldn't Vote]

| | | | | | | | | | | | | | | | | | |
|---------|----|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con | 41 | 100 | 0 | 0 | 37 | 44 | 37 | 46 | 37 | 45 | 44 | 36 | 43 | 48 | 41 | 37 | 19 |
| Lab | 38 | 0 | 100 | 0 | 40 | 36 | 35 | 37 | 43 | 35 | 35 | 42 | 37 | 29 | 39 | 44 | 54 |
| Lib Dem | 12 | 0 | 0 | 100 | 12 | 12 | 18 | 11 | 10 | 10 | 14 | 10 | 11 | 16 | 12 | 9 | 8 |
| Other | 9 | 0 | 0 | 0 | 10 | 8 | 9 | 7 | 10 | 10 | 8 | 11 | 9 | 8 | 7 | 10 | 18 |

Other Parties Voting Intention

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

Non Voters

| | | | | | | | | | | | | | | | | | |
|----------------|----|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Would Not Vote | 8 | 0 | 0 | 0 | 7 | 8 | 11 | 11 | 7 | 4 | 5 | 11 | 7 | 7 | 9 | 8 | 6 |
| Don't know | 14 | 0 | 0 | 0 | 11 | 17 | 17 | 13 | 13 | 12 | 14 | 14 | 16 | 13 | 12 | 14 | 16 |

9 - 10
Sep

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

| | | | | | | | | | | | | | | | | | | |
|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Approve | 42 | 37 | 83 | 6 | 52 | 38 | 36 | 35 | 35 | 35 | 43 | 41 | 32 | 38 | 46 | 38 | 30 | 21 |
| Disapprove | 40 | 45 | 4 | 86 | 20 | 47 | 43 | 41 | 42 | 49 | 45 | 41 | 51 | 41 | 36 | 46 | 53 | 61 |
| Don't know | 18 | 18 | 13 | 9 | 28 | 14 | 21 | 24 | 23 | 16 | 12 | 18 | 17 | 21 | 17 | 16 | 17 | 18 |

| | 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 2108 | 674 | 630 | 199 | 1026 | 1082 | 453 | 335 | 736 | 583 | 1182 | 892 | 267 | 689 | 455 | 512 | 184 |
| Unweighted Sample 2108 | 629 | 644 | 203 | 1037 | 1071 | 354 | 346 | 851 | 557 | 1355 | 719 | 322 | 677 | 408 | 480 | 221 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

22-23
Aug
12-13
Sep

Here is a list of problems facing the country. Could you say for each of them which political party you think would handle the problem best?

National Health Service

| | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Labour | 34 | 33 | 3 | 87 | 13 | 38 | 29 | 28 | 32 | 38 | 33 | 33 | 34 | 33 | 26 | 33 | 39 | 49 |
| Conservative | 31 | 30 | 80 | 1 | 13 | 30 | 30 | 25 | 27 | 29 | 38 | 33 | 26 | 26 | 38 | 31 | 25 | 19 |
| Liberal Democrat | 7 | 8 | 3 | 1 | 54 | 9 | 7 | 12 | 10 | 7 | 5 | 10 | 5 | 8 | 9 | 10 | 5 | 6 |
| Other | 2 | 2 | 0 | 0 | 0 | 3 | 2 | 2 | 2 | 2 | 3 | 1 | 3 | 4 | 1 | 2 | 2 | 4 |
| None | 8 | 11 | 7 | 5 | 2 | 9 | 13 | 11 | 10 | 14 | 9 | 10 | 13 | 12 | 10 | 11 | 12 | 12 |
| Don't know | 19 | 15 | 7 | 6 | 18 | 11 | 19 | 23 | 20 | 11 | 12 | 13 | 19 | 17 | 15 | 13 | 17 | 11 |

Asylum and immigration

| | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 41 | 41 | 82 | 21 | 23 | 44 | 38 | 35 | 46 | 39 | 44 | 42 | 39 | 39 | 44 | 47 | 35 | 34 |
| Labour | 13 | 14 | 1 | 45 | 3 | 15 | 14 | 14 | 13 | 16 | 14 | 15 | 13 | 16 | 13 | 12 | 16 | 21 |
| Liberal Democrat | 9 | 9 | 3 | 5 | 47 | 10 | 9 | 15 | 7 | 9 | 7 | 12 | 6 | 11 | 9 | 11 | 6 | 13 |
| Other | 7 | 6 | 3 | 3 | 4 | 7 | 5 | 5 | 6 | 6 | 6 | 5 | 7 | 5 | 7 | 6 | 6 | 6 |
| None | 13 | 14 | 5 | 13 | 5 | 14 | 15 | 11 | 12 | 17 | 14 | 13 | 16 | 15 | 11 | 12 | 19 | 15 |
| Don't know | 17 | 15 | 6 | 12 | 17 | 11 | 19 | 20 | 16 | 13 | 14 | 12 | 19 | 15 | 16 | 12 | 19 | 11 |

Law and order

| | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 41 | 39 | 86 | 11 | 30 | 41 | 38 | 33 | 45 | 38 | 42 | 42 | 35 | 40 | 44 | 40 | 34 | 31 |
| Labour | 22 | 23 | 1 | 68 | 6 | 25 | 22 | 20 | 19 | 26 | 25 | 24 | 23 | 17 | 20 | 24 | 26 | 37 |
| Liberal Democrat | 6 | 6 | 1 | 2 | 39 | 8 | 4 | 11 | 5 | 4 | 4 | 7 | 4 | 3 | 7 | 8 | 4 | 3 |
| Other | 3 | 3 | 1 | 1 | 1 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 5 | 2 | 4 | 3 | 5 |
| None | 10 | 13 | 4 | 11 | 4 | 12 | 13 | 12 | 11 | 15 | 11 | 11 | 15 | 16 | 10 | 11 | 15 | 15 |
| Don't know | 17 | 16 | 7 | 7 | 21 | 10 | 21 | 21 | 18 | 13 | 14 | 13 | 19 | 18 | 16 | 13 | 18 | 10 |

Education and schools

| | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Labour | 32 | 32 | 3 | 84 | 10 | 35 | 29 | 27 | 31 | 36 | 30 | 32 | 32 | 31 | 26 | 32 | 35 | 43 |
| Conservative | 30 | 31 | 80 | 1 | 12 | 30 | 31 | 23 | 31 | 29 | 39 | 32 | 28 | 27 | 38 | 30 | 27 | 20 |
| Liberal Democrat | 10 | 9 | 4 | 3 | 55 | 11 | 7 | 14 | 10 | 9 | 6 | 11 | 6 | 9 | 10 | 11 | 7 | 7 |
| Other | 2 | 2 | 0 | 0 | 0 | 3 | 2 | 3 | 1 | 2 | 3 | 2 | 2 | 3 | 1 | 3 | 2 | 5 |
| None | 8 | 10 | 3 | 5 | 2 | 9 | 11 | 11 | 9 | 11 | 8 | 9 | 11 | 11 | 8 | 9 | 12 | 12 |
| Don't know | 18 | 16 | 9 | 7 | 21 | 12 | 20 | 23 | 18 | 13 | 15 | 14 | 20 | 19 | 16 | 14 | 18 | 13 |

Taxation

| | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 31 | 31 | 80 | 4 | 11 | 32 | 30 | 22 | 31 | 31 | 38 | 34 | 26 | 29 | 37 | 33 | 27 | 17 |
| Labour | 26 | 26 | 1 | 75 | 7 | 28 | 24 | 21 | 27 | 28 | 26 | 25 | 27 | 26 | 21 | 27 | 27 | 37 |
| Liberal Democrat | 12 | 10 | 5 | 4 | 58 | 13 | 8 | 16 | 10 | 9 | 8 | 12 | 8 | 11 | 11 | 11 | 7 | 14 |
| Other | 2 | 2 | 0 | 0 | 0 | 3 | 2 | 3 | 1 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 5 |
| None | 10 | 14 | 6 | 9 | 4 | 13 | 14 | 13 | 11 | 17 | 12 | 12 | 16 | 14 | 11 | 12 | 18 | 17 |
| Don't know | 18 | 16 | 8 | 8 | 20 | 10 | 22 | 24 | 20 | 13 | 12 | 14 | 19 | 17 | 18 | 14 | 18 | 11 |

Unemployment

| | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 30 | 31 | 78 | 6 | 11 | 31 | 31 | 26 | 32 | 29 | 37 | 32 | 29 | 29 | 35 | 34 | 29 | 17 |
| Labour | 29 | 27 | 3 | 75 | 13 | 32 | 23 | 21 | 26 | 31 | 29 | 29 | 26 | 25 | 24 | 28 | 30 | 39 |
| Liberal Democrat | 8 | 7 | 2 | 2 | 49 | 7 | 6 | 12 | 5 | 7 | 4 | 9 | 4 | 6 | 8 | 7 | 5 | 7 |
| Other | 2 | 2 | 0 | 0 | 0 | 3 | 2 | 3 | 1 | 2 | 2 | 1 | 3 | 3 | 1 | 2 | 2 | 5 |
| None | 12 | 15 | 7 | 8 | 3 | 13 | 16 | 14 | 14 | 17 | 12 | 13 | 16 | 14 | 13 | 14 | 16 | 18 |
| Don't know | 20 | 18 | 10 | 8 | 23 | 13 | 23 | 25 | 22 | 13 | 16 | 15 | 21 | 22 | 19 | 16 | 19 | 13 |

| | 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 2108 | 674 | 630 | 199 | 1026 | 1082 | 453 | 335 | 736 | 583 | 1182 | 892 | 267 | 689 | 455 | 512 | 184 |
| Unweighted Sample 2108 | 629 | 644 | 203 | 1037 | 1071 | 354 | 346 | 851 | 557 | 1355 | 719 | 322 | 677 | 408 | 480 | 221 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

The economy in general

| | | | | | | | | | | | | | | | | | | |
|------------------|----|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 36 | 34 | 87 | 3 | 16 | 35 | 33 | 24 | 38 | 33 | 40 | 37 | 29 | 35 | 41 | 34 | 30 | 19 |
| Labour | 27 | 26 | 0 | 78 | 8 | 29 | 24 | 20 | 25 | 30 | 27 | 25 | 27 | 22 | 22 | 27 | 28 | 40 |
| Liberal Democrat | 7 | 7 | 2 | 1 | 51 | 8 | 6 | 11 | 5 | 7 | 5 | 8 | 5 | 6 | 8 | 8 | 4 | 8 |
| Other | 2 | 2 | 0 | 0 | 0 | 3 | 2 | 3 | 1 | 2 | 2 | 1 | 3 | 3 | 1 | 2 | 2 | 5 |
| None | 9 | 13 | 3 | 8 | 4 | 13 | 13 | 14 | 11 | 15 | 11 | 12 | 15 | 14 | 10 | 13 | 16 | 16 |
| Don't know | 19 | 18 | 8 | 9 | 21 | 12 | 23 | 28 | 21 | 12 | 15 | 16 | 20 | 21 | 17 | 17 | 20 | 13 |

Thinking about Deputy Prime Minister Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.

| | | | | | | | | | | | | | | | | | | |
|---|----|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Charismatic | 30 | 33 | 54 | 19 | 34 | 33 | 32 | 33 | 37 | 32 | 30 | 36 | 28 | 39 | 34 | 34 | 31 | 20 |
| Sticks to what he believes in | 29 | 30 | 60 | 10 | 37 | 30 | 31 | 27 | 30 | 31 | 32 | 33 | 26 | 29 | 36 | 33 | 25 | 20 |
| Decisive | 30 | 30 | 61 | 9 | 42 | 28 | 32 | 29 | 34 | 29 | 31 | 35 | 24 | 30 | 37 | 32 | 24 | 19 |
| Strong | 26 | 28 | 62 | 6 | 28 | 25 | 30 | 23 | 34 | 26 | 30 | 29 | 25 | 28 | 32 | 28 | 24 | 16 |
| Honest | 22 | 25 | 57 | 5 | 30 | 23 | 27 | 16 | 20 | 26 | 33 | 28 | 21 | 26 | 31 | 25 | 20 | 13 |
| A natural leader | 23 | 24 | 51 | 5 | 26 | 23 | 25 | 24 | 27 | 23 | 24 | 27 | 20 | 25 | 29 | 26 | 19 | 15 |
| In touch with the concerns of ordinary people | 15 | 16 | 40 | 2 | 13 | 13 | 18 | 9 | 13 | 18 | 19 | 17 | 13 | 13 | 20 | 17 | 12 | 8 |
| Good in a crisis | 11 | 15 | 35 | 2 | 17 | 12 | 17 | 12 | 16 | 14 | 17 | 16 | 13 | 16 | 16 | 17 | 12 | 8 |
| None of these | 31 | 31 | 3 | 62 | 14 | 33 | 28 | 26 | 22 | 34 | 35 | 28 | 35 | 25 | 26 | 27 | 40 | 41 |
| Don't know | 10 | 9 | 3 | 4 | 9 | 8 | 11 | 14 | 11 | 7 | 7 | 7 | 12 | 10 | 10 | 9 | 9 | 9 |

Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.

| | | | | | | | | | | | | | | | | | | |
|---|----|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| In touch with the concerns of ordinary people | 21 | 23 | 37 | 6 | 62 | 21 | 24 | 21 | 24 | 23 | 23 | 26 | 17 | 19 | 27 | 30 | 14 | 16 |
| Honest | 23 | 21 | 34 | 7 | 59 | 22 | 20 | 22 | 20 | 19 | 23 | 25 | 16 | 23 | 24 | 22 | 18 | 12 |
| Charismatic | 21 | 21 | 32 | 12 | 40 | 22 | 20 | 24 | 20 | 21 | 19 | 24 | 17 | 17 | 23 | 25 | 19 | 15 |
| Sticks to what he believes in | 13 | 14 | 22 | 4 | 33 | 14 | 13 | 13 | 12 | 13 | 15 | 15 | 11 | 13 | 16 | 14 | 12 | 9 |
| Decisive | 11 | 11 | 17 | 2 | 31 | 11 | 11 | 11 | 6 | 11 | 13 | 12 | 9 | 11 | 11 | 14 | 9 | 7 |
| Strong | 9 | 9 | 15 | 2 | 26 | 8 | 10 | 10 | 7 | 8 | 10 | 10 | 8 | 11 | 11 | 8 | 7 | 5 |
| A natural leader | 9 | 9 | 13 | 4 | 24 | 9 | 9 | 10 | 9 | 8 | 8 | 10 | 8 | 10 | 10 | 9 | 8 | 4 |
| Good in a crisis | 6 | 7 | 9 | 2 | 28 | 7 | 7 | 8 | 4 | 6 | 8 | 7 | 6 | 9 | 8 | 8 | 3 | 5 |
| None of these | 39 | 38 | 16 | 66 | 3 | 43 | 34 | 32 | 33 | 41 | 42 | 38 | 38 | 38 | 32 | 33 | 45 | 53 |
| Don't know | 16 | 18 | 16 | 10 | 14 | 14 | 21 | 22 | 23 | 15 | 15 | 13 | 24 | 22 | 18 | 16 | 17 | 15 |

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 | 72 | 130 |
| Male 25 to 39 | 248 | 266 |
| Male 40 to 54 | 400 | 361 |
| Male 55 + | 317 | 269 |
| Female 18 to 24 | 72 | 123 |
| Female 25 to 39 | 308 | 269 |
| Female 40 to 54 | 441 | 367 |
| Female 55 + | 250 | 322 |
| Region | | |
| North England | 480 | 512 |
| Midlands | 280 | 349 |
| East England | 180 | 201 |
| London | 322 | 267 |
| South England | 497 | 488 |
| Wales | 128 | 106 |
| Scotland | 221 | 184 |
| Social Grade | | |
| AB | 800 | 581 |
| C1 | 555 | 601 |
| C2 | 324 | 436 |
| DE | 395 | 456 |
| Newspaper Type | | |
| Express / Mail | 418 | 319 |
| Sun / Star | 212 | 451 |
| Mirror / Record | 158 | 321 |
| Guardian / Independent | 180 | 66 |
| FT / Times / Telegraph | 254 | 180 |
| Other Paper | 206 | 241 |
| No Paper | 680 | 530 |
| Political Party Identification | | |
| Labour | 703 | 681 |
| Conservative | 542 | 607 |
| Liberal Democrat | 233 | 250 |
| Others | 247 | 67 |
| None/ DK | 383 | 503 |