

YouGov / The Sun Survey Results

Sample Size: 1620 GB Adults
Fieldwork: 14th - 15th 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	
Weighted Sample		1620	559	447	194	789	831	196	413	557	454	907	685	206	528	349	399	139	
Unweighted Sample		1620	556	427	208	739	881	115	389	588	528	1047	545	235	522	324	386	153	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Headline Voting Intention																			
	Con	43	100	0	0	40	46	37	39	39	54	48	36	47	54	36	40	19	
	Lab	34	0	100	0	38	31	38	36	37	29	27	45	35	22	42	42	46	
	Lib Dem	15	0	0	100	15	15	15	17	17	11	18	10	11	17	17	12	13	
	Other	8	0	0	0	7	8	10	8	7	7	7	9	7	7	5	6	22	
Other Parties Voting Intention																			
	SNP / PCY	2	0	0	0	2	1	1	1	2	3	2	2	1	0	2	0	18	
	Green	2	0	0	0	1	3	6	2	1	1	2	2	4	2	1	1	0	
	UKIP	2	0	0	0	2	3	0	2	3	2	2	3	2	4	1	2	1	
	BNP	1	0	0	0	1	1	2	1	1	1	1	1	1	0	1	3	0	
	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	1	2	1	0	1	1	0	1	1	1	3	
Non Voters																			
	Would Not Vote	7	0	0	0	6	7	10	9	7	3	6	8	3	5	9	7	13	
	Don't know	13	0	0	0	9	16	11	15	13	12	12	14	15	13	11	14	12	
Do you approve or disapprove of the Government's record to date?																			
	Approve	44	42	84	4	49	43	40	34	40	38	51	49	32	42	51	38	37	27
	Disapprove	36	37	5	80	21	39	35	43	35	41	32	31	46	37	25	42	43	51
	Don't know	20	21	11	16	30	17	25	23	25	22	17	20	22	20	23	20	20	23

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

30 June-1 July
14-15 July

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	32	80	2	4	30	34	25	26	31	41	37	25	32	42	29	27	17
Applies most to Labour	25	25	1	76	8	29	22	30	25	27	22	21	31	28	15	29	29	41
Applies most to the Liberal Democrats	15	15	4	4	75	16	14	19	17	14	12	18	11	10	18	14	14	14
Applies to none of them	13	14	5	11	11	15	13	7	12	17	14	11	18	13	10	16	18	14
Don't know	13	14	9	6	3	10	18	18	20	11	11	13	16	17	15	13	12	14

It is led by people of real ability

Applies most to the Conservatives	31	31	75	2	14	30	32	27	26	28	40	36	24	34	39	27	28	14
Applies most to Labour	17	15	0	49	2	18	12	13	16	15	13	12	18	14	11	16	16	24
Applies most to the Liberal Democrats	7	8	1	2	45	9	7	11	10	6	7	9	6	6	9	8	7	6
Applies to none of them	25	25	9	35	19	28	22	27	23	31	20	23	29	27	17	29	28	37
Don't know	20	22	15	12	19	15	27	22	26	20	19	20	23	20	24	21	21	19

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	58	58	87	35	53	58	58	55	51	57	68	63	52	61	62	56	57	46
Applies most to Labour	12	11	1	36	4	13	10	12	12	11	10	9	14	9	8	13	12	19
Applies most to the Liberal Democrats	6	7	3	3	32	7	6	9	7	7	5	7	6	5	8	7	6	8
Applies to none of them	10	11	2	15	7	12	9	9	11	13	7	9	12	11	7	12	12	15
Don't know	14	13	7	11	4	10	17	15	19	12	9	11	16	13	15	11	13	13

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

Applies most to Labour	31	32	57	5	47	32	32	30	26	32	39	36	27	32	40	29	29	20
Applies most to the Liberal Democrats	24	24	21	42	7	27	21	25	24	21	27	24	24	23	21	23	27	29
Applies most to the Conservatives	19	18	4	38	21	20	16	20	17	20	15	14	22	17	14	19	19	24
Applies to none of them	8	8	5	7	12	9	7	7	8	9	7	7	9	9	6	10	7	11
Don't know	18	18	13	8	13	12	24	19	24	17	13	19	17	19	19	18	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	57	102
Male 25 to 39	153	207
Male 40 to 54	267	275
Male 55 +	262	205
Female 18 to 24	58	94
Female 25 to 39	236	206
Female 40 to 54	321	282
Female 55 +	266	249
Region		
North England	386	399
Midlands	247	267
East England	155	157
London	235	206
South England	367	372
Wales	77	82
Scotland	153	139
Social Grade		
AB	624	446
C1	423	462
C2	249	334
DE	296	350
Newspaper Type		
Express / Mail	396	245
Sun / Star	205	346
Mirror / Record	120	248
Guardian / Independent	129	54
FT / Times / Telegraph	185	138
Other Paper	219	185
No Paper	366	404
Political Party Identification		
Labour	508	528
Conservative	448	462
Liberal Democrat	204	194
Others	158	50
None/ DK	302	386

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