

YouGov / The Sun Survey Results

Sample Size: 1838 GB Adults
Fieldwork: 13th - 14th October 2010

	Voting intention			Gender		Age				Social grade		Region					
	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	1838	608	560	177	892	946	220	472	629	517	1031	778	235	600	395	449	159
Unweighted Sample	1838	600	540	159	888	950	123	441	719	555	1179	630	266	597	350	453	172
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	42	100	0	0	38	45	30	40	35	54	44	37	43	56	34	37	17
Lab	38	0	100	0	39	38	50	36	44	30	36	42	39	24	43	49	54
Lib Dem	12	0	0	100	14	10	13	19	11	8	12	12	12	13	16	9	8
Other	8	0	0	0	9	7	6	6	10	8	8	9	7	7	8	5	21

Other Parties Voting Intention

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

Non Voters

Would Not Vote	7	0	0	0	5	9	8	13	6	2	5	9	5	8	7	8	3
Don't know	13	0	0	0	10	17	20	16	13	9	13	14	15	11	15	13	17

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

		12-13 Oct			13-14 Oct													
Approve	38	41	86	6	62	44	37	21	39	37	55	45	35	40	54	37	34	21
Disapprove	45	41	5	85	15	42	41	49	38	47	35	40	43	38	29	45	50	59
Don't know	17	18	10	9	22	14	22	30	23	16	11	15	21	22	17	17	16	20

Weighted Sample
Unweighted Sample

Total	Voting intention			Gender		Age				Social grade		Region				
	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1838	608	560	177	892	946	220	472	629	517	1031	778	235	600	395	449	159
1838	600	540	159	888	950	123	441	719	555	1179	630	266	597	350	453	172
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

29-30
Sep

13-14
Oct

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?

It seems rather old and tired

Applies most to Labour	39	41	75	5	65	43	39	21	41	39	51	44	37	37	52	37	36	28
Applies most to the Conservatives	24	22	1	48	14	25	18	34	21	25	13	20	23	25	13	22	25	35
Applies most to the Liberal Democrats	7	7	6	11	3	8	7	4	5	8	9	8	6	8	5	9	6	12
Applies to none of them	15	15	10	24	11	13	16	16	14	16	15	16	14	13	15	16	17	9
Don't know	15	15	8	12	7	10	20	26	19	12	11	12	20	18	14	16	16	15

Even if I don't always agree with it, at least its heart is in the right place

Applies most to Labour	29	28	2	73	9	28	27	28	20	34	25	27	28	29	19	28	33	42
Applies most to the Conservatives	23	25	59	3	17	26	25	12	22	22	38	27	23	24	30	25	24	13
Applies most to the Liberal Democrats	19	19	19	7	60	21	16	13	24	16	19	22	14	17	23	18	16	13
Applies to none of them	16	16	9	12	11	16	16	18	15	19	12	14	19	19	14	16	15	20
Don't know	13	13	11	5	3	9	16	29	18	8	6	10	17	12	14	13	13	12

It seems to have succeeded in moving on and left its past behind it

Applies most to the Conservatives	29	29	61	6	34	33	26	22	31	24	38	33	24	28	38	30	23	17
Applies most to Labour	19	18	4	42	10	19	16	15	14	20	18	17	18	20	14	18	20	21
Applies most to the Liberal Democrats	11	11	10	8	30	12	9	7	10	11	12	11	10	10	11	7	12	12
Applies to none of them	26	27	15	33	20	26	28	27	27	32	23	25	30	27	22	30	30	33
Don't know	15	15	10	11	6	10	20	29	18	12	10	13	19	14	15	15	16	18

It seems to appeal to one section of society rather than to the whole country

Applies most to the Conservatives	43	44	13	77	44	46	42	45	46	49	35	45	43	41	36	47	48	57
Applies most to Labour	24	24	51	5	25	26	22	9	21	23	33	27	19	27	28	19	22	19
Applies most to the Liberal Democrats	9	9	14	5	13	10	7	5	8	9	10	7	10	7	11	10	6	6
Applies to none of them	9	8	9	7	9	8	9	13	7	8	8	9	8	8	9	8	9	4
Don't know	15	16	14	6	9	10	20	29	18	11	13	12	20	16	16	16	14	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	62	113
	Male 25 to 39	174	234
	Male 40 to 54	345	312
	Male 55 +	307	234
	Female 18 to 24	61	107
	Female 25 to 39	267	239
	Female 40 to 54	374	317
	Female 55 +	248	283
Region			
	North England	453	449
	Midlands	256	304
	East England	169	177
	London	266	235
	South England	428	423
	Wales	94	91
	Scotland	172	159
Social Grade			
	AB	676	507
	C1	503	525
	C2	270	380
	DE	360	398
Newspaper Type			
	Express / Mail	382	278
	Sun / Star	176	389
	Mirror / Record	129	282
	Guardian / Independent	163	57
	FT / Times / Telegraph	249	157
	Other Paper	174	213
	No Paper	565	461
Political Party Identification			
	Labour	591	594
	Conservative	489	524
	Liberal Democrat	194	222
	Others	213	55
	None/ DK	351	443