

YouGov / The Sun Survey Results

Sample Size: 1996 GB Adults
Fieldwork: 15th - 16th September 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	1996	653	593	191	965	1031	238	513	680	564	1118	844	255	655	425	489	173
Unweighted Sample	1996	609	589	188	957	1039	144	532	730	590	1275	687	272	680	392	432	220
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	41	100	0	0	40	43	29	42	40	47	45	36	46	53	39	33	21
Lab	38	0	100	0	38	37	44	36	38	36	34	43	32	27	39	50	46
Lib Dem	12	0	0	100	12	12	16	14	13	9	14	10	17	12	12	10	10
Other	9	0	0	0	10	7	12	8	9	8	7	11	5	7	10	6	23

Other Parties Voting Intention

UKIP	3	0	0	0	3	2	2	1	3	3	2	3	2	3	4	2	1
SNP / PCY	2	0	0	0	3	1	4	2	2	1	1	3	0	0	1	0	18
Green	2	0	0	0	1	3	1	3	2	1	1	3	1	3	1	2	3
BNP	2	0	0	0	2	1	3	1	1	1	1	2	1	1	2	2	1
Respect	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	1	0	2	0	1	0	1	1	0	0	2	0	1

Non Voters

Would Not Vote	7	0	0	0	7	7	11	11	6	3	6	9	5	8	7	7	7
Don't know	14	0	0	0	10	18	17	15	15	10	15	14	17	14	17	11	12

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

		14-15 Sep			15-16 Sep													
Approve	37	38	83	5	54	41	35	32	39	35	42	43	31	41	45	32	36	23
Disapprove	45	41	6	83	19	43	40	42	34	47	42	39	45	35	33	42	50	57
Don't know	18	21	11	12	26	16	25	27	27	18	16	19	24	24	22	25	15	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
1996	653	593	191	965	1031	238	513	680	564	1118	844	255	655	425	489	173
1996	609	589	188	957	1039	144	532	730	590	1275	687	272	680	392	432	220
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

01-02
Sept

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	44	44	82	12	55	47	42	28	40	43	56	47	39	51	50	38	41	34
Applies most to the Conservatives	21	20	1	43	23	22	18	27	21	21	16	19	22	16	15	22	23	32
Applies most to the Liberal Democrats	6	6	3	11	1	7	5	6	3	6	9	5	7	6	5	7	6	5
Applies to none of them	11	13	7	21	11	12	13	9	13	15	11	15	10	8	11	13	16	14
Don't know	18	17	8	13	9	12	22	30	24	15	8	15	21	18	18	19	14	15

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

Applies most to Labour	30	30	4	73	18	33	26	27	25	31	33	29	31	27	24	29	35	39
Applies most to the Conservatives	21	22	53	3	8	21	23	13	21	20	29	22	22	22	26	24	19	12
Applies most to the Liberal Democrats	19	17	22	6	55	19	16	18	17	18	16	19	14	18	21	15	15	14
Applies to none of them	16	17	13	12	10	17	17	19	16	18	16	18	16	15	14	18	20	22
Don't know	14	14	8	6	9	10	18	23	21	12	7	13	16	18	16	14	11	14

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

Applies most to the Conservatives	32	31	71	5	30	33	29	21	33	29	35	34	26	32	37	28	29	18
Applies most to Labour	13	15	2	37	8	19	11	22	11	14	17	13	17	13	11	15	20	16
Applies most to the Liberal Democrats	10	11	6	12	27	9	12	7	11	11	12	11	11	10	11	11	10	11
Applies to none of them	27	28	13	34	28	27	28	23	24	33	27	29	27	28	24	28	28	41
Don't know	18	16	8	11	7	11	20	27	20	14	9	13	19	17	16	18	14	13

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

Applies most to the Conservatives	45	46	15	77	55	48	44	55	42	46	45	45	47	38	40	45	51	65
Applies most to Labour	19	21	47	6	18	23	20	12	21	22	24	25	17	27	23	20	20	16
Applies most to the Liberal Democrats	10	9	16	6	8	9	9	6	9	9	11	7	11	10	11	10	8	6
Applies to none of them	7	8	10	5	8	8	7	3	8	8	10	8	7	7	8	9	8	3
Don't know	18	16	12	7	11	12	19	25	20	14	10	15	17	18	18	16	13	11

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	123
Male 25 to 39	210	253
Male 40 to 54	364	333
Male 55 +	321	256
Female 18 to 24	82	116
Female 25 to 39	322	260
Female 40 to 54	366	347
Female 55 +	269	308
Region		
North England	432	489
Midlands	283	326
East England	193	190
London	272	255
South England	487	464
Wales	109	99
Scotland	220	173
Social Grade		
AB	705	549
C1	570	569
C2	302	412
DE	385	432
Newspaper Type		
Express / Mail	376	301
Sun / Star	208	423
Mirror / Record	151	305
Guardian / Independent	168	62
FT / Times / Telegraph	244	176
Other Paper	199	230
No Paper	650	500
Political Party Identification		
Labour	641	644
Conservative	517	573
Liberal Democrat	213	236
Others	242	65
None/ DK	383	478