

YouGov / The Sun Survey Results

Sample Size: 2095 GB Adults
Fieldwork: 17th - 18th August 2010

	Voting intention			Gender		Age				Social grade		Region					
	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	2095	740	611	202	1023	1072	483	309	718	585	1176	888	267	685	451	513	180
Unweighted Sample	2095	709	606	218	1028	1067	391	309	792	603	1334	730	291	658	436	508	202
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	44	100	0	0	43	45	41	42	39	53	48	39	47	53	44	38	25
Lab	36	0	100	0	36	36	34	41	42	30	33	41	35	28	37	46	42
Lib Dem	12	0	0	100	12	12	15	12	12	11	13	11	12	14	10	11	12
Other	7	0	0	0	9	6	10	5	7	7	6	9	7	5	9	5	21

Other Parties Voting Intention

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

Non Voters

Would Not Vote	7	0	0	0	7	7	13	9	6	2	6	8	8	8	7	6	5
Don't know	13	0	0	0	9	16	16	9	14	10	13	13	13	12	13	13	15

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

	16-17 August	17-18 August																
Approve	41	41	84	5	56	44	38	31	38	40	51	45	35	42	47	39	37	30
Disapprove	39	38	5	80	24	40	37	39	39	41	34	35	42	35	32	39	43	49
Don't know	20	21	11	15	20	17	25	30	23	19	14	20	23	24	20	21	20	21

If you had to choose, which of the following options would be best for Britain?

	27-28 July	17-18 August																
A majority Conservative government	30	28	69	1	2	28	27	23	26	21	40	30	24	33	30	29	24	16
A coalition between the Conservatives and Liberal Democrats	15	20	27	1	63	20	19	18	19	21	21	22	17	18	25	18	17	15
A coalition between Labour and the Liberal Democrats	14	10	0	18	21	11	9	12	12	11	6	11	9	11	10	10	9	15
A majority Labour government	23	24	0	74	3	26	22	18	25	29	23	21	28	22	16	25	32	33
Don't know	19	19	3	6	10	14	23	29	17	19	11	16	22	18	19	17	18	21

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	73	128
Male 25 to 39	238	274
Male 40 to 54	398	351
Male 55 +	319	270
Female 18 to 24	83	124
Female 25 to 39	305	265
Female 40 to 54	388	361
Female 55 +	291	322
Region		
North England	508	513
Midlands	308	345
East England	179	203
London	291	267
South England	479	482
Wales	128	105
Scotland	202	180
Social Grade		
AB	745	578
C1	589	599
C2	297	433
DE	433	454
Newspaper Type		
Express / Mail	432	314
Sun / Star	252	447
Mirror / Record	141	321
Guardian / Independent	193	68
FT / Times / Telegraph	253	179
Other Paper	212	239
No Paper	612	527
Political Party Identification		
Labour	682	685
Conservative	564	599
Liberal Democrat	240	252
Others	213	63
None/ DK	396	496

YouGov is a member of the British Polling Council and abides by its rules.
www.YouGov.com