

## YouGov / The Sun Survey Results

Sample Size: 1970 GB Adults  
Fieldwork: 18th - 19th August 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
<b>Weighted Sample</b>	<b>1970</b>	650	582	217	961	1009	462	283	674	552	1109	837	252	645	419	482	171
Unweighted Sample	1970	665	537	234	950	1020	371	310	761	528	1321	625	278	648	377	446	221
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

Con	41	100	0	0	40	43	39	45	36	46	45	35	43	52	39	35	20
Lab	37	0	100	0	38	36	32	37	42	33	34	42	39	27	38	44	46
Lib Dem	14	0	0	100	12	15	20	14	11	13	15	12	12	14	15	13	13
Other	8	0	0	0	11	6	8	5	11	7	6	11	6	6	8	7	22

### Other Parties Voting Intention

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

### Non Voters

Would Not Vote	8	0	0	0	8	8	16	7	6	4	6	10	9	7	9	9	5
Don't know	12	0	0	0	8	15	14	10	12	11	11	13	14	14	7	12	12

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

		17-18 August			18-19 August													
Approve	41	42	86	7	57	44	41	37	43	39	51	47	36	40	50	42	38	28
Disapprove	38	38	3	81	19	38	37	32	34	44	36	35	42	36	30	38	44	50
Don't know	21	20	11	12	24	18	22	31	23	17	13	19	22	24	19	20	19	22

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

27-28  
July

18-19  
August

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	50	49	81	14	66	50	48	41	49	49	54	53	43	50	56	43	46	43
Applies most to the Conservatives	21	19	1	44	16	22	16	21	18	21	15	17	21	16	17	22	18	27
Applies most to the Liberal Democrats	4	4	3	8	1	5	3	3	3	5	5	3	6	5	3	6	5	3
Applies to none of them	13	13	8	22	8	12	14	10	18	11	14	13	12	12	11	14	15	13
Don't know	13	15	7	13	9	11	19	24	12	14	11	13	19	17	14	15	16	14

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

Applies most to Labour	28	31	4	81	12	32	30	25	25	39	30	29	34	33	26	31	35	37
Applies most to the Conservatives	23	21	52	2	14	22	21	15	23	17	31	24	18	20	25	20	20	18
Applies most to the Liberal Democrats	22	19	22	7	48	20	19	22	19	19	17	21	17	19	21	22	16	16
Applies to none of them	15	15	13	6	13	17	14	14	24	15	13	15	17	13	16	15	16	17
Don't know	12	13	10	4	13	9	17	24	9	11	9	11	15	15	13	13	13	11

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

Applies most to the Conservatives	32	34	70	8	32	38	30	35	39	29	37	37	30	35	38	35	29	27
Applies most to the Liberal Democrats	13	13	8	13	30	12	13	13	10	13	13	13	12	13	15	12	11	11
Applies most to Labour	12	12	3	33	3	14	9	10	13	14	9	11	12	13	10	11	14	11
Applies to none of them	28	27	11	37	22	26	27	19	29	30	28	25	29	23	21	29	31	37
Don't know	15	15	8	8	14	10	20	23	10	14	12	13	17	17	16	13	15	13

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

Applies most to the Conservatives	44	45	13	79	43	46	43	43	43	47	43	44	45	46	38	42	49	61
Applies most to Labour	21	22	50	4	22	25	20	18	24	22	27	25	19	19	27	22	22	13
Applies most to the Liberal Democrats	10	9	14	7	6	10	8	7	9	9	11	9	9	9	11	10	7	6
Applies to none of them	9	8	9	5	12	7	9	7	10	7	9	8	8	8	7	11	8	7
Don't know	16	16	13	5	17	12	20	26	15	14	10	14	18	17	18	15	14	13

## 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.
<b>Age and Gender</b>		
Male 18 to 24	70	123
Male 25 to 39	226	253
Male 40 to 54	357	334
Male 55 +	297	251
Female 18 to 24	83	116
Female 25 to 39	301	252
Female 40 to 54	401	338
Female 55 +	235	304
<b>Region</b>		
North England	446	482
Midlands	286	322
East England	190	192
London	278	252
South England	458	454
Wales	91	97
Scotland	221	171
<b>Social Grade</b>		
AB	745	545
C1	576	564
C2	266	409
DE	359	428
<b>Newspaper Type</b>		
Express / Mail	376	299
Sun / Star	214	422
Mirror / Record	125	304
Guardian / Independent	185	59
FT / Times / Telegraph	239	168
Other Paper	213	226
No Paper	618	492
<b>Political Party Identification</b>		
Labour	572	637
Conservative	570	567
Liberal Democrat	235	236
Others	222	60
None/ DK	371	470

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[www.YouGov.com](http://www.YouGov.com)