

YouGov / The Sun Survey Results

Sample Size: 2101 GB Adults
Fieldwork: 20th - 21st July 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	
Weighted Sample	2101	723	583	221	1019	1082	485	314	725	577	1171	883	270	686	451	512	183	
Unweighted Sample	2101	719	557	234	993	1108	378	318	808	597	1341	713	303	703	424	482	189	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Headline Voting Intention																		
Con	44	100	0	0	40	48	37	40	42	53	48	37	42	54	46	37	20	
Lab	35	0	100	0	37	34	37	39	38	29	32	41	39	25	30	46	53	
Lib Dem	13	0	0	100	15	12	18	16	12	10	13	13	11	16	15	11	10	
Other	7	0	0	0	8	7	8	5	8	7	6	9	7	5	9	6	17	
Other Parties Voting Intention																		
SNP / PCY	2	0	0	0	2	1	2	2	1	2	1	2	0	0	2	0	15	
Green	2	0	0	0	2	2	3	1	2	1	2	2	3	2	2	1	1	
UKIP	2	0	0	0	2	2	1	1	2	3	1	4	3	3	3	2	1	
BNP	1	0	0	0	1	1	1	0	1	1	1	2	0	0	2	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	1	1	0	1	0	1	0	1	0	0	
Non Voters																		
Would Not Vote	6	0	0	0	6	7	10	6	6	4	4	9	6	6	7	8	6	
Don't know	15	0	0	0	12	18	18	16	16	12	14	17	18	13	14	17	16	
Do you approve or disapprove of the Government's record to date?																		
Approve	42	42	82	9	55	45	39	32	38	41	52	46	36	41	51	41	36	27
Disapprove	35	35	5	77	16	36	34	35	34	37	32	32	39	36	28	34	40	46
Don't know	23	23	13	14	29	19	27	32	28	21	16	22	25	23	22	25	24	27

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

12-13 July
20-21 July

How well or badly do you think the government are meeting their aims of...

Reducing the government's deficit

Very well	12	10	22	3	7	11	8	9	7	10	11	10	9	9	12	10	10	4
Fairly well	43	44	64	23	65	45	44	39	47	43	50	48	40	39	49	45	43	38
TOTAL WELL	55	54	86	26	72	56	52	48	54	53	61	58	49	48	61	55	53	42
Fairly badly	19	19	4	38	10	19	20	21	18	21	18	19	19	26	16	17	20	25
Very badly	11	10	1	26	4	12	9	8	11	12	10	9	13	10	7	11	12	16
TOTAL BADLY	30	29	5	64	14	31	29	29	29	33	28	28	32	36	23	28	32	41
Don't know	16	16	9	10	15	12	20	23	18	14	11	14	19	16	15	17	16	17

Reforming Britian's political system

Very well	5	5	11	1	5	6	4	6	3	4	7	4	6	4	5	7	5	2
Fairly well	33	34	56	12	47	35	33	26	35	35	38	37	30	33	41	32	29	28
TOTAL WELL	38	39	67	13	52	41	37	32	38	39	45	41	36	37	46	39	34	30
Fairly badly	24	24	11	41	21	24	25	26	26	25	22	25	24	26	21	22	29	29
Very badly	15	15	2	36	8	19	12	14	13	17	15	13	18	15	12	16	17	22
TOTAL BADLY	39	39	13	77	29	43	37	40	39	42	37	38	42	41	33	38	46	51
Don't know	23	22	19	10	19	17	26	29	23	19	18	20	23	21	22	24	20	20

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	66	128
Male 25 to 39	218	269
Male 40 to 54	385	358
Male 55 +	324	264
Female 18 to 24	89	124
Female 25 to 39	320	275
Female 40 to 54	418	360
Female 55 +	281	322
Region		
North England	482	512
Midlands	323	347
East England	204	205
London	303	270
South England	499	480
Wales	101	104
Scotland	189	183
Social Grade		
AB	761	575
C1	580	596
C2	313	431
DE	400	452
Newspaper Type		
Express / Mail	495	319
Sun / Star	315	444
Mirror / Record	192	321
Guardian / Independent	169	68
FT / Times / Telegraph	229	180
Other Paper	270	248
No Paper	431	522
Political Party Identification		
Labour	644	677
Conservative	557	598
Liberal Democrat	264	253
Others	240	67
None/ DK	396	506

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