

YouGov / The Sun Survey Results

Sample Size: 2295 GB Adults
Fieldwork: 21st - 22nd June 2010

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
2295	754	673	284	1114	1181	281	588	783	644	1288	969	296	744	491	562	202
2295	758	663	299	1068	1227	177	641	871	606	1538	719	309	782	465	512	227
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

14-15
June

21-22
June

Con	41	100	0	0	39	44	32	35	40	51	43	38	48	51	40	31	28
Lab	37	0	100	0	39	34	45	39	38	29	33	42	34	25	38	47	52
Lib Dem	15	0	0	100	14	17	13	19	15	14	19	11	11	20	16	15	7
Other	7	0	0	0	8	6	9	7	7	6	5	9	7	5	6	7	13

Other Parties Voting Intention

UKIP	2	0	0	0	2	3	0	2	3	3	2	4	1	3	2	3	1
SNP / PCY	1	0	0	0	1	1	0	1	1	2	1	1	0	0	1	0	11
Green	1	0	0	0	1	2	1	3	1	0	1	2	3	1	1	2	0
BNP	1	0	0	0	2	0	6	1	1	1	1	2	3	0	1	3	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	1	0	2	0	0	0	0	0	0	1	0	0	1

Non Voters

Would Not Vote	6	0	0	0	6	7	14	8	5	4	5	9	5	5	8	8	5
Don't know	14	0	0	0	11	16	11	15	13	13	11	17	16	16	12	9	18

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

Approve	43	41	83	10	48	43	38	24	36	41	52	45	35	41	50	39	34	30
Disapprove	25	28	4	58	11	31	25	43	30	27	21	26	31	29	20	30	33	36
Don't know	32	31	13	32	41	26	36	34	34	32	27	29	34	30	30	31	33	35

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	74	150
Male 25 to 39	253	291
Male 40 to 54	318	286
Male 55 +	423	387
Female 18 to 24	132	157
Female 25 to 39	396	310
Female 40 to 54	301	265
Female 55 +	398	449
Region		
North England	512	562
Midlands	350	378
East England	248	221
London	309	296
South England	534	522
Wales	115	114
Scotland	227	202
Social Grade		
ABC1	1389	1210
C2DE	901	1082
Newspaper Type		
Express / Mail	534	344
Sun / Star	313	490
Mirror / Record	230	349
Guardian / Independent	182	71
FT / Times / Telegraph	236	199
Other Paper	321	269
No Paper	476	571
Political Party Identification		
Labour Loyal	442	450
Labour Disloyal	156	179
Conservative	598	586
Liberal Democrat	184	179
Others	113	70
None	681	693
Don't know	117	134