

# YouGov / The Sun Survey Results

Sample Size: 2104 GB Adults  
Fieldwork: 21st - 22nd 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
<b>Weighted Sample</b>	<b>2104</b>	<b>727</b>	<b>578</b>	<b>245</b>	<b>1025</b>	<b>1079</b>	<b>492</b>	<b>302</b>	<b>726</b>	<b>584</b>	<b>1180</b>	<b>888</b>	<b>269</b>	<b>692</b>	<b>448</b>	<b>512</b>	<b>183</b>
Unweighted Sample	2104	707	536	242	990	1114	392	308	812	592	1354	714	293	672	406	523	210
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

Con	43	100	0	0	42	45	39	42	40	52	45	41	52	52	41	36	23
Lab	35	0	100	0	36	33	35	37	38	28	32	39	31	25	39	43	45
Lib Dem	15	0	0	100	14	16	18	15	15	11	16	12	12	18	11	16	12
Other	7	0	0	0	9	6	7	5	7	9	7	8	5	5	9	6	20

## Other Parties Voting Intention

SNP / PCY	2	0	0	0	2	1	2	1	2	2	2	2	0	0	2	0	17
UKIP	2	0	0	0	2	2	1	1	3	3	2	2	0	3	2	3	0
Green	1	0	0	0	1	1	2	1	1	1	1	1	2	1	2	1	1
BNP	1	0	0	0	1	1	2	1	1	2	1	2	2	1	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	0	1	1	1	1	0	1	1	1

## Non Voters

Would Not Vote	7	0	0	0	5	9	12	9	7	3	5	9	7	7	8	6	7
Don't know	13	0	0	0	9	17	15	14	13	13	12	14	10	12	15	15	14

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

		20-21 July	21-22 July															
Approve	42	44	86	8	55	49	40	38	39	42	55	47	40	51	50	44	39	26
Disapprove	35	35	5	75	19	36	35	36	36	38	31	32	39	27	29	38	41	45
Don't know	23	21	9	17	26	16	26	27	26	21	14	21	21	22	20	19	20	29

**Weighted Sample**  
Unweighted Sample

	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>2104</b>	<b>727</b>	<b>578</b>	<b>245</b>	<b>1025</b>	<b>1079</b>	<b>492</b>	<b>302</b>	<b>726</b>	<b>584</b>	<b>1180</b>	<b>888</b>	<b>269</b>	<b>692</b>	<b>448</b>	<b>512</b>	<b>183</b>
	707	536	242	990	1114	392	308	812	592	1354	714	293	672	406	523	210
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

07-08  
July

21-22  
July

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	49	<b>51</b>	82	15	68	54	47	42	45	49	62	55	46	54	55	52	47	38
Applies most to the Conservatives	21	<b>19</b>	1	46	17	21	16	21	22	21	12	17	20	16	15	20	22	22
Applies most to the Liberal Democrats	3	<b>4</b>	3	6	1	3	4	2	2	4	6	3	4	3	4	3	4	7
Applies to none of them	11	<b>12</b>	8	20	7	10	13	9	14	13	10	11	12	11	13	9	12	12
Don't know	15	<b>15</b>	7	13	8	11	20	26	17	13	9	13	18	16	14	15	15	21

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

Applies most to Labour	27	<b>29</b>	3	75	16	32	26	26	26	33	27	28	30	29	22	29	33	39
Applies most to the Conservatives	23	<b>22</b>	51	2	11	22	22	16	17	21	31	23	22	26	26	22	18	14
Applies most to the Liberal Democrats	22	<b>22</b>	25	8	58	24	20	25	24	18	22	25	17	22	24	21	20	19
Applies to none of them	15	<b>15</b>	13	7	8	14	15	11	19	17	13	14	15	10	14	16	17	15
Don't know	13	<b>13</b>	8	7	7	9	17	22	14	11	7	10	16	13	13	12	12	14

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

Applies most to the Conservatives	33	<b>33</b>	68	8	25	35	31	29	31	30	41	36	30	41	36	32	28	25
Applies most to the Liberal Democrats	15	<b>13</b>	9	12	33	12	14	10	11	13	17	13	12	14	13	14	13	10
Applies most to Labour	10	<b>11</b>	1	31	7	13	10	12	11	13	8	10	13	12	9	11	12	18
Applies to none of them	26	<b>26</b>	13	35	25	28	25	23	27	30	24	27	26	17	24	30	30	31
Don't know	16	<b>16</b>	8	14	10	12	21	26	20	13	10	14	19	15	19	14	16	16

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

Applies most to the Conservatives	44	<b>44</b>	14	78	50	44	43	44	45	46	39	43	45	41	37	44	50	54
Applies most to Labour	21	<b>24</b>	48	5	18	27	21	17	20	24	31	27	19	23	27	23	22	15
Applies most to the Liberal Democrats	10	<b>9</b>	13	6	6	9	8	8	9	8	10	9	8	7	8	11	8	10
Applies to none of them	10	<b>8</b>	10	4	15	7	8	7	7	8	9	8	8	9	9	9	7	3
Don't know	15	<b>16</b>	15	7	12	12	20	25	19	14	11	14	20	20	19	13	13	19