

YouGov / The Sun Survey Results

Sample Size: 2013 GB Adults
Fieldwork: 22nd - 23rd September 2010

	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	
Weighted Sample	2013	659	590	206	978	1035	242	512	692	567	1134	855	259	653	433	493	175
Unweighted Sample	2013	626	570	226	933	1080	145	540	785	543	1371	618	294	627	393	469	230
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't know and wouldn't vote]

Con	41	100	0	0	41	42	33	42	37	49	45	35	46	52	40	35	21
Lab	37	0	100	0	39	36	40	35	43	31	33	44	32	27	39	50	45
Lib Dem	13	0	0	100	11	15	19	15	11	12	15	10	16	15	12	11	12
Other	8	0	0	0	9	8	8	8	9	8	6	11	6	7	9	5	22

Other Parties Voting Intention

SNP / PCY	2	0	0	0	2	2	5	2	2	2	1	3	1	0	2	0	17
Green	2	0	0	0	1	2	1	2	2	1	1	2	2	3	1	0	2
UKIP	2	0	0	0	3	2	0	1	3	4	2	3	2	3	2	3	1
BNP	1	0	0	0	2	0	2	1	1	1	1	1	1	1	1	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Other	1	0	0	0	1	1	0	2	1	1	0	2	1	0	2	0	3

Non Voters

Would Not Vote	7	0	0	0	6	8	13	10	7	2	7	7	7	8	5	9	4
Don't know	14	0	0	0	11	17	15	17	14	11	12	17	12	14	14	15	13

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

		21-22 Sep			22-23 Sep													
Approve	41	40	84	7	54	43	37	28	39	36	51	45	33	44	47	39	33	28
Disapprove	40	41	5	82	18	42	40	44	38	47	35	36	48	38	34	39	49	54
Don't know	18	19	11	11	28	15	23	27	23	17	14	18	20	18	19	22	17	18

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

08-09
Sep

22-23
Sep

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?

The kind of society it wants is broadly the kind of society I want

Applies most to the Conservatives	33	32	84	2	10	33	30	23	29	29	42	36	25	37	39	30	26	18
Applies most to Labour	27	26	1	76	4	29	22	26	25	29	21	26	26	24	19	28	29	36
Applies most to the Liberal Democrats	12	13	4	4	70	13	13	14	12	12	14	14	11	15	14	12	10	15
Applies to none of them	15	16	5	10	8	15	17	13	14	19	16	12	22	12	15	16	19	18
Don't know	14	14	6	8	8	10	17	24	20	10	7	11	17	11	13	14	15	13

It is led by people of real ability

Applies most to the Conservatives	30	30	76	3	13	31	29	24	26	27	40	34	24	37	35	29	25	18
Applies most to Labour	18	17	1	53	2	20	14	24	15	19	13	16	18	14	12	17	21	27
Applies most to the Liberal Democrats	5	8	2	2	53	9	8	7	9	8	8	9	7	9	9	9	5	10
Applies to none of them	28	28	12	32	17	28	27	26	24	34	25	25	32	27	29	28	28	26
Don't know	20	17	10	10	15	12	22	20	26	12	14	16	19	13	15	18	21	19

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	53	54	87	36	40	53	55	37	52	53	65	56	52	59	57	56	50	46
Applies most to Labour	14	13	2	36	4	16	10	22	13	14	8	13	14	9	11	12	16	22
Applies most to the Liberal Democrats	5	7	3	3	38	7	6	6	6	6	8	7	6	6	8	8	4	6
Applies to none of them	14	13	4	12	9	14	12	12	11	16	11	12	15	13	12	13	15	10
Don't know	15	13	5	13	9	10	17	22	18	11	8	13	14	13	11	12	16	16

It seems to chop and change all the time: you can never be quite sure what it stands for

Applies most to Labour	33	33	56	7	56	34	32	29	30	32	39	35	30	33	40	34	26	26
Applies most to the Liberal Democrats	24	27	24	46	9	31	23	23	25	28	29	28	26	26	26	28	27	32
Applies most to the Conservatives	18	14	6	30	10	13	15	14	15	15	12	13	15	13	11	14	18	14
Applies to none of them	7	9	4	8	9	11	8	9	8	10	9	9	10	11	8	9	10	10
Don't know	18	17	10	10	16	11	22	25	23	14	11	15	18	17	15	15	20	18

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	56	123
Male 25 to 39	219	257
Male 40 to 54	360	342
Male 55 +	298	256
Female 18 to 24	89	118
Female 25 to 39	321	256
Female 40 to 54	425	350
Female 55 +	245	311
Region		
North England	469	493
Midlands	281	330
East England	174	195
London	294	259
South England	453	458
Wales	112	102
Scotland	230	175
Social Grade		
AB	780	557
C1	591	577
C2	270	418
DE	348	438
Newspaper Type		
Express / Mail	380	305
Sun / Star	203	429
Mirror / Record	136	308
Guardian / Independent	193	64
FT / Times / Telegraph	263	174
Other Paper	221	232
No Paper	617	501
Political Party Identification		
Labour	621	650
Conservative	538	578
Liberal Democrat	246	241
Others	219	61
None/ DK	389	483