

# YouGov / The Sun Survey Results

Sample Size: 2030 GB Adults  
Fieldwork: 24th - 25th August 2010

	Total	Voting intention			Gender		Age				Social grade		Region					
		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>2030</b>	694	609	197	985	1045	460	308	700	562	1142	862	260	660	436	498	176	
<b>Unweighted Sample</b>	<b>2030</b>	669	567	216	976	1054	364	311	752	603	1343	661	268	703	371	477	211	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>Headline Voting Intention</b>																		
Con	<b>42</b>	100	0	0	41	44	32	46	40	51	43	42	43	52	46	35	16	
Lab	<b>37</b>	0	100	0	40	34	40	35	42	31	37	38	41	26	35	49	49	
Lib Dem	<b>12</b>	0	0	100	11	14	19	13	11	9	13	11	11	15	12	10	8	
Other	<b>8</b>	0	0	0	8	9	10	7	8	8	7	9	6	6	8	6	27	
<b>Other Parties Voting Intention</b>																		
SNP / PCY	<b>2</b>	0	0	0	2	2	2	3	2	3	2	2	0	0	1	0	24	
Green	<b>2</b>	0	0	0	1	2	3	2	1	1	1	2	1	3	1	1	1	
UKIP	<b>2</b>	0	0	0	2	3	0	1	3	4	2	3	2	2	4	2	1	
BNP	<b>1</b>	0	0	0	2	0	2	0	1	1	1	1	2	0	1	2	0	
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Other	<b>1</b>	0	0	0	1	1	1	1	1	0	0	1	1	1	0	1	1	
<b>Non Voters</b>																		
Would Not Vote	<b>6</b>	0	0	0	5	7	9	6	5	4	6	6	5	6	4	7	9	
Don't know	<b>13</b>	0	0	0	11	16	20	12	13	10	13	14	14	12	13	17	12	
<b>Do you approve or disapprove of the Government's record to date?</b>																		
Approve	<b>39</b>	<b>41</b>	84	8	54	45	38	33	43	38	52	44	37	38	51	46	32	25
Disapprove	<b>41</b>	<b>38</b>	5	76	21	40	36	37	37	41	35	37	38	37	30	35	45	55
Don't know	<b>20</b>	<b>21</b>	11	16	25	15	26	30	19	22	13	18	24	25	19	20	22	20

	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>2030</b>	694	609	197	985	1045	460	308	700	562	1142	862	260	660	436	498	176
<b>Unweighted Sample</b>	<b>2030</b>	669	567	216	976	1054	364	311	752	603	1343	661	268	703	371	477	211
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

10-11 August  
24-25 Aug

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

Reducing the government's deficit

Very well	9	9	22	1	11	12	7	11	8	8	10	10	9	10	9	15	6	3
Fairly well	45	44	66	22	63	45	42	36	47	42	50	46	41	43	50	42	40	32
<b>TOTAL WELL</b>	<b>54</b>	<b>53</b>	<b>88</b>	<b>23</b>	<b>74</b>	<b>57</b>	<b>49</b>	<b>47</b>	<b>55</b>	<b>50</b>	<b>60</b>	<b>56</b>	<b>50</b>	<b>53</b>	<b>59</b>	<b>57</b>	<b>46</b>	<b>35</b>
Fairly badly	22	20	4	38	13	19	22	23	19	23	16	20	21	23	17	16	22	36
Very badly	13	11	1	25	2	11	10	8	12	11	12	10	12	7	10	9	15	15
<b>TOTAL BADLY</b>	<b>35</b>	<b>31</b>	<b>5</b>	<b>63</b>	<b>15</b>	<b>30</b>	<b>32</b>	<b>31</b>	<b>31</b>	<b>34</b>	<b>28</b>	<b>30</b>	<b>33</b>	<b>30</b>	<b>27</b>	<b>25</b>	<b>37</b>	<b>51</b>
Don't know	12	16	7	14	12	13	19	23	14	15	12	14	17	16	14	18	17	14

Reforming Britian's political system

Very well	3	3	7	1	5	4	2	5	2	3	3	3	4	3	4	5	3	1
Fairly well	31	30	58	9	39	30	30	24	29	31	35	31	29	28	36	31	27	20
<b>TOTAL WELL</b>	<b>34</b>	<b>33</b>	<b>65</b>	<b>10</b>	<b>44</b>	<b>34</b>	<b>32</b>	<b>29</b>	<b>31</b>	<b>34</b>	<b>38</b>	<b>34</b>	<b>33</b>	<b>31</b>	<b>40</b>	<b>36</b>	<b>30</b>	<b>21</b>
Fairly badly	27	26	11	39	28	25	28	27	30	28	22	27	25	35	21	24	27	34
Very badly	21	18	3	36	9	20	16	16	17	17	21	17	19	12	15	16	24	27
<b>TOTAL BADLY</b>	<b>48</b>	<b>44</b>	<b>14</b>	<b>75</b>	<b>37</b>	<b>45</b>	<b>44</b>	<b>43</b>	<b>47</b>	<b>45</b>	<b>43</b>	<b>44</b>	<b>44</b>	<b>47</b>	<b>36</b>	<b>40</b>	<b>51</b>	<b>61</b>
Don't know	19	22	20	15	19	20	24	28	22	21	18	22	23	22	24	24	19	19

## 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	67	124
Male 25 to 39	219	259
Male 40 to 54	362	344
Male 55 +	328	259
Female 18 to 24	87	121
Female 25 to 39	300	262
Female 40 to 54	381	350
Female 55 +	286	313
<b>Region</b>		
North England	477	498
Midlands	284	332
East England	202	197
London	268	260
South England	501	463
Wales	87	104
Scotland	211	176
<b>Social Grade</b>		
AB	734	561
C1	609	581
C2	293	421
DE	368	441
<b>Newspaper Type</b>		
Express / Mail	409	307
Sun / Star	235	435
Mirror / Record	120	312
Guardian / Independent	176	62
FT / Times / Telegraph	254	175
Other Paper	221	233
No Paper	615	506
<b>Political Party Identification</b>		
Labour	630	660
Conservative	546	578
Liberal Democrat	255	244
Others	229	64
None/ DK	370	483

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