

YouGov / The Sun Survey Results

Sample Size: 2143 GB Adults
Fieldwork: 25th - 26th July 2010

	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	
Weighted Sample	2143	703	591	259	1042	1101	501	308	734	600	1202	907	278	697	454	523	191
Unweighted Sample	2143	692	580	238	1028	1115	391	315	822	615	1388	721	303	668	436	509	227
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	42	100	0	0	38	45	37	37	39	51	46	36	42	49	43	37	23
Lab	35	0	100	0	37	34	36	40	40	28	32	40	36	28	32	42	46
Lib Dem	15	0	0	100	15	15	22	16	13	13	15	16	17	16	16	14	11
Other	8	0	0	0	10	6	6	7	9	9	7	9	5	6	9	7	20

Other Parties Voting Intention

UKIP	3	0	0	0	3	2	1	2	3	4	2	4	1	3	3	3	0
SNP / PCY	2	0	0	0	2	2	1	1	2	2	2	2	0	0	1	0	18
Green	2	0	0	0	2	2	2	2	2	1	2	1	2	2	1	2	0
BNP	1	0	0	0	2	0	1	2	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	0	1	0	1	1	0	0	1	1	0	0	0	1

Non Voters

Would Not Vote	7	0	0	0	8	7	12	6	7	5	5	10	8	6	9	7	8
Don't know	14	0	0	0	12	16	17	18	14	9	13	15	10	15	15	12	16

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

	22-23 July	25-26 July																
Approve	41	40	85	6	49	41	40	32	37	40	49	45	35	36	48	40	39	26
Disapprove	35	37	4	76	22	37	36	38	34	39	34	34	40	36	31	37	39	52
Don't know	24	23	11	18	29	22	24	30	28	21	17	22	24	29	21	24	22	22
	11-12 July	25-26 July																

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

Here is a list of problems facing the country. Could you say for each of them which political party you think would handle the problem best?

National Health Service

Labour	33	32	2	87	12	37	27	25	33	38	30	31	33	30	26	30	37	47
Conservative	32	31	82	1	11	30	32	26	29	29	39	35	26	32	38	32	26	17
Liberal Democrat	9	9	2	0	52	9	8	8	10	9	7	9	8	10	9	10	7	6
Other	2	2	0	1	0	3	1	2	2	2	2	2	2	2	1	3	2	3
None	8	11	5	5	8	8	13	10	9	12	11	10	11	10	11	11	11	13
Don't know	16	16	8	5	18	13	19	28	17	11	12	13	20	17	15	15	17	14

Asylum and immigration

Conservative	44	42	82	21	25	44	40	34	40	42	48	46	36	38	47	38	44	33
Labour	14	14	1	44	4	14	14	14	16	16	10	14	14	14	11	15	14	21
Liberal Democrat	9	10	3	7	43	10	9	9	9	10	11	10	9	12	10	10	7	12
Other	7	7	4	5	4	9	5	8	9	8	5	6	8	4	7	9	8	5
None	10	13	5	11	9	12	14	11	10	14	16	12	15	15	11	14	12	16
Don't know	15	14	4	11	15	11	18	24	17	10	10	11	18	16	15	14	14	13

Law and order

Conservative	43	39	85	11	24	43	36	31	39	39	46	46	31	36	45	39	38	30
Labour	20	22	0	69	9	23	21	19	20	27	21	20	25	24	18	20	27	28
Liberal Democrat	8	7	2	3	38	7	7	8	7	5	8	7	7	10	6	7	5	9
Other	3	3	0	2	1	5	2	3	5	4	2	3	4	2	3	4	4	3
None	9	12	5	8	8	11	13	12	9	14	11	10	15	11	10	14	12	15
Don't know	17	16	7	8	20	12	21	28	20	11	12	14	20	17	19	16	15	14

Education and schools

Conservative	30	30	77	3	11	29	30	22	27	28	40	34	24	29	38	28	27	15
Labour	30	29	4	83	7	33	25	25	32	35	25	27	32	29	22	29	35	43
Liberal Democrat	13	12	5	4	58	12	11	13	12	11	12	13	10	13	12	11	11	10
Other	2	2	0	1	1	3	2	2	1	3	2	3	2	2	2	4	2	3
None	8	10	4	4	7	10	11	10	8	12	10	10	11	10	9	12	10	14
Don't know	17	16	10	5	17	13	20	27	20	11	12	13	21	18	17	16	16	14

Taxation

Conservative	33	33	82	5	11	33	33	25	29	33	41	37	27	35	39	31	30	19
Labour	25	25	1	75	3	27	23	21	28	29	22	24	26	24	20	22	31	36
Liberal Democrat	13	12	4	6	59	12	11	13	13	10	13	12	11	11	12	14	10	11
Other	2	3	0	1	1	3	2	2	2	4	2	3	2	2	2	5	3	4
None	10	11	5	6	6	11	12	12	9	13	10	10	13	12	10	13	10	14
Don't know	17	16	8	7	19	13	19	27	20	11	12	13	21	17	17	15	17	16

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	Total	Con	Lab	Lib Dem	Male	Female	18-29	30-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Unemployment

Conservative	30	31	76	5	12	31	32	26	29	30	38	35	26	30	37	26	32	21
Labour	27	27	4	77	12	31	24	21	28	32	27	28	27	29	22	26	31	38
Liberal Democrat	10	8	4	2	44	8	8	10	8	7	8	8	8	8	8	10	5	8
Other	2	3	0	1	1	3	2	2	3	3	2	3	3	2	2	4	3	3
None	12	13	8	7	10	12	13	12	10	14	13	11	15	14	12	14	11	14
Don't know	19	18	9	7	23	15	21	29	22	13	12	15	21	17	18	20	17	16

The economy in general

Conservative	37	35	87	2	17	36	35	27	32	35	44	41	28	34	42	35	34	20
Labour	26	25	0	79	5	28	22	21	28	29	23	25	26	25	19	24	31	35
Liberal Democrat	9	7	2	1	47	7	7	8	8	7	7	7	7	9	7	9	6	8
Other	2	2	0	1	0	3	2	2	2	3	1	2	2	2	2	3	2	4
None	8	12	4	6	8	10	13	12	10	12	11	10	13	10	12	12	10	15
Don't know	18	18	6	11	23	16	21	30	20	14	13	15	23	20	19	17	18	18

Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.

Decisive	34	32	65	8	29	30	33	29	28	29	38	36	26	30	36	33	30	20
Charismatic	30	32	52	19	37	34	29	31	31	31	33	36	26	33	35	30	30	23
Sticks to what he believes in	30	30	58	12	23	30	30	25	22	29	38	32	26	30	33	27	31	19
Strong	27	26	54	7	26	24	28	28	24	23	28	29	21	26	29	24	26	14
A natural leader	23	24	49	5	25	23	24	21	24	22	28	26	20	21	28	23	23	14
Honest	23	22	53	3	17	23	22	17	14	22	31	26	18	22	25	21	23	13
In touch with the concerns of ordinary people	17	17	41	1	12	14	19	13	12	15	24	19	14	15	20	15	17	10
Good in a crisis	14	14	35	1	7	13	14	15	11	12	16	16	11	12	15	14	13	8
None of these	28	30	2	59	21	33	28	27	30	35	28	26	36	30	24	31	34	44
Don't know	11	10	3	5	12	7	12	15	13	7	7	8	11	11	10	8	8	12

Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.

Honest	22	23	35	9	48	25	22	21	22	22	27	26	20	26	25	23	21	20
In touch with the concerns of ordinary people	25	23	35	10	49	23	24	27	22	22	23	26	20	24	26	24	23	16
Charismatic	23	22	31	14	40	23	22	26	26	20	20	24	21	22	23	25	21	20
Sticks to what he believes in	17	17	29	5	33	16	18	17	12	14	22	17	17	15	20	19	15	8
Decisive	16	12	20	2	27	12	12	12	10	10	14	12	11	14	13	14	9	9
Strong	11	10	17	2	25	11	10	9	11	9	12	11	10	11	11	13	8	8
A natural leader	10	9	11	4	21	9	9	10	10	9	9	9	9	9	9	12	7	7
Good in a crisis	6	6	9	1	20	5	7	8	6	4	7	6	6	9	6	7	5	3
None of these	32	35	16	64	7	37	32	28	27	41	36	32	37	34	29	33	38	48
Don't know	16	16	14	10	9	14	18	21	21	14	12	14	19	16	18	16	14	13

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	69	132
Male 25 to 39	228	273
Male 40 to 54	391	363
Male 55 +	340	275
Female 18 to 24	90	129
Female 25 to 39	317	275
Female 40 to 54	431	370
Female 55 +	277	328
Region		
North England	509	523
Midlands	325	349
East England	201	208
London	303	278
South England	467	489
Wales	111	105
Scotland	227	191
Social Grade		
AB	786	591
C1	602	611
C2	324	443
DE	397	464
Newspaper Type		
Express / Mail	472	322
Sun / Star	307	455
Mirror / Record	206	328
Guardian / Independent	150	63
FT / Times / Telegraph	239	184
Other Paper	291	251
No Paper	476	538
Political Party Identification		
Labour	685	696
Conservative	608	610
Liberal Democrat	237	259
Others	235	67
None/ DK	378	511

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