

YouGov / The Sun Survey Results

Sample Size: 2046 GB Adults
Fieldwork: 25th - 26th August 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	
Weighted Sample	2046	687	600	200	996	1050	463	306	711	566	1150	868	262	667	442	499	176	
Unweighted Sample	2046	684	559	217	998	1048	363	309	808	566	1332	686	287	684	420	449	206	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Headline Voting Intention																		
Con	42	100	0	0	39	45	39	37	39	50	45	37	32	57	45	31	22	
Lab	37	0	100	0	37	36	36	38	39	33	33	41	42	22	34	50	50	
Lib Dem	12	0	0	100	13	12	13	18	11	10	14	10	16	13	12	11	6	
Other	9	0	0	0	11	7	12	7	11	7	8	11	9	7	9	9	22	
Other Parties Voting Intention																		
UKIP	3	0	0	0	4	2	2	0	5	3	2	4	2	3	2	4	2	
SNP / PCY	2	0	0	0	3	1	2	3	1	1	1	3	0	0	2	0	16	
BNP	2	0	0	0	2	1	4	0	2	1	1	2	5	2	2	1	0	
Green	1	0	0	0	1	2	1	3	2	0	2	1	1	2	1	2	1	
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	3	0	1	1	1	2	1	0	2	2	3	
Non Voters																		
Would Not Vote	7	0	0	0	5	8	10	8	7	3	6	8	4	7	7	8	7	
Don't know	13	0	0	0	11	15	19	13	12	10	13	14	18	13	13	13	8	
Do you approve or disapprove of the Government's record to date?																		
Approve	41	39	85	6	53	39	39	30	40	36	50	45	31	34	48	43	31	26
Disapprove	38	41	5	80	19	45	38	39	40	47	37	37	47	46	31	39	49	58
Don't know	21	20	10	14	28	16	22	31	20	18	12	18	22	20	21	18	20	15

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
2046	687	600	200	996	1050	463	306	711	566	1150	868	262	667	442	499	176
2046	684	559	217	998	1048	363	309	808	566	1332	686	287	684	420	449	206
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

11-12
August
25-26
Aug

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	82	2	3	31	32	25	26	30	43	35	27	25	41	34	24	21
Applies most to Labour	26	27	2	79	3	31	23	24	27	30	26	26	28	27	17	25	36	45
Applies most to the Liberal Democrats	12	12	4	3	77	13	12	14	14	10	12	15	9	14	14	12	11	9
Applies to none of them	15	16	6	10	7	16	16	16	18	19	12	13	21	22	17	15	15	12
Don't know	14	13	6	6	9	8	17	21	15	11	7	12	14	12	11	14	14	13

It is led by people of real ability

Applies most to the Conservatives	30	30	76	3	16	31	30	25	28	27	40	34	25	22	39	34	24	18
Applies most to Labour	16	18	1	53	2	19	16	17	15	18	19	16	20	16	12	17	26	22
Applies most to the Liberal Democrats	5	6	1	1	43	7	5	6	8	5	5	7	4	8	6	5	5	6
Applies to none of them	30	28	10	30	19	30	25	27	30	32	22	25	31	37	25	24	27	36
Don't know	19	19	13	12	19	13	24	25	19	18	14	18	20	17	19	19	18	18

Its leaders are prepared to take tough and unpopular decisions

Applies most to the Conservatives	57	56	89	36	47	56	56	50	50	57	64	61	50	51	62	60	51	47
Applies most to Labour	14	11	1	33	3	12	11	10	11	13	11	10	13	12	7	10	17	17
Applies most to the Liberal Democrats	5	6	3	3	35	7	6	6	6	5	8	7	6	8	7	4	6	6
Applies to none of them	11	12	3	16	5	15	10	13	18	12	9	11	15	16	10	12	12	18
Don't know	13	14	4	12	11	10	17	20	16	12	8	11	17	14	14	13	13	12

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

Applies most to Labour	30	30	56	5	51	31	28	25	30	30	33	33	26	26	38	30	24	21
Applies most to the Liberal Democrats	22	27	24	44	8	28	27	22	27	29	30	29	25	27	22	28	30	44
Applies most to the Conservatives	22	18	4	37	15	20	17	20	16	18	20	16	21	21	16	19	20	16
Applies to none of them	7	8	6	6	10	9	8	8	8	9	7	8	9	10	8	8	8	6
Don't know	19	16	10	9	18	12	20	25	19	15	10	14	19	16	16	16	18	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	68	125
Male 25 to 39	218	260
Male 40 to 54	392	351
Male 55 +	320	259
Female 18 to 24	83	120
Female 25 to 39	303	263
Female 40 to 54	407	351
Female 55 +	255	316
Region		
North England	449	499
Midlands	311	340
East England	211	197
London	287	262
South England	473	470
Wales	109	102
Scotland	206	176
Social Grade		
AB	756	565
C1	576	585
C2	280	424
DE	406	444
Newspaper Type		
Express / Mail	435	306
Sun / Star	242	436
Mirror / Record	130	314
Guardian / Independent	168	64
FT / Times / Telegraph	258	179
Other Paper	187	233
No Paper	626	516
Political Party Identification		
Labour	635	667
Conservative	565	588
Liberal Democrat	230	243
Others	228	64
None/ DK	388	484

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