

YouGov / The Sun Survey Results

Sample Size: 1503 GB Adults
Fieldwork: 27th - 28th June 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	1503	522	432	192	732	771	182	386	512	423	843	635	194	495	320	366	128
Unweighted Sample	1503	550	398	227	792	711	120	400	551	432	1048	430	197	590	287	335	94
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	42	100	0	0	45	40	43	43	34	51	44	39	48	51	44	30	27
Lab	35	0	100	0	33	37	27	35	42	31	33	40	33	24	38	46	46
Lib Dem	16	0	0	100	15	16	22	17	17	11	17	14	14	19	14	15	10
Other	7	0	0	0	6	7	8	4	8	7	7	7	5	6	4	8	16

Other Parties Voting Intention

SNP / PCY	2	0	0	0	1	2	2	0	1	3	1	2	0	0	2	0	14
Green	2	0	0	0	2	2	5	3	1	1	3	1	4	4	0	1	2
UKIP	1	0	0	0	1	2	0	0	3	2	1	2	1	1	1	3	1
BNP	1	0	0	0	1	0	0	0	1	1	1	1	0	1	1	2	0
Respect	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0
Other	1	0	0	0	1	1	1	0	1	0	0	1	0	1	0	2	0

Non Voters

Would Not Vote	6	0	0	0	6	7	11	9	5	3	3	10	4	6	5	10	7
Don't know	12	0	0	0	8	15	10	12	15	9	11	13	15	9	12	11	18

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

	24-25 June	27-28 June																
Approve	47	46	86	10	54	50	42	41	41	42	57	51	38	45	54	43	38	44
Disapprove	32	33	6	75	13	33	33	32	35	36	29	30	38	27	25	38	43	34
Don't know	21	21	8	15	33	17	25	27	24	23	14	19	24	28	21	19	19	22

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

6-7
June
27-28
June

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	32	32	3	85	13	33	31	29	26	38	30	31	34	29	26	34	36	41
Conservative	33	31	78	2	15	33	29	27	29	25	41	33	28	30	37	35	25	18
Liberal Democrat	10	10	4	2	46	12	7	8	12	10	7	12	7	11	11	9	9	7
Other	2	2	0	0	0	1	3	1	2	1	2	1	2	0	2	1	2	5
None	7	10	6	4	6	10	10	7	11	11	8	8	12	14	7	6	13	14
Don't know	17	16	8	7	21	12	20	27	20	14	11	15	18	15	18	16	16	15

Asylum and immigration

Conservative	41	47	88	24	33	49	45	37	46	43	57	49	43	46	50	53	39	42
Labour	15	13	1	42	4	14	13	10	13	15	13	13	15	13	10	15	18	10
Liberal Democrat	13	10	2	10	36	9	10	11	9	9	10	12	7	11	11	9	7	12
Other	6	5	1	2	5	5	5	5	6	6	3	4	6	1	5	3	6	9
None	10	11	5	11	5	12	10	12	10	13	10	9	15	14	10	8	13	15
Don't know	15	14	4	11	17	11	17	25	17	14	7	14	15	15	14	13	15	12

Law and order

Conservative	42	43	86	12	38	47	39	34	40	39	54	46	38	39	50	46	33	46
Labour	21	20	1	60	5	20	20	16	18	24	19	19	22	21	14	22	27	18
Liberal Democrat	8	8	2	4	37	8	7	12	9	8	5	9	6	9	9	8	7	5
Other	3	2	0	1	0	2	2	1	2	2	3	2	2	0	2	2	3	5
None	8	11	4	9	5	10	11	9	9	14	9	8	15	10	8	8	17	12
Don't know	17	17	6	14	15	13	20	28	23	13	11	16	18	21	19	15	14	15

Education and schools

Conservative	34	31	76	1	12	34	28	27	28	26	42	32	29	32	37	33	24	23
Labour	30	29	2	82	8	28	29	24	24	34	28	28	30	27	20	30	37	37
Liberal Democrat	12	14	8	4	61	16	12	15	16	13	12	17	9	14	16	15	10	12
Other	3	2	0	0	0	1	2	1	2	1	2	1	2	0	1	1	3	5
None	6	9	6	5	3	8	9	9	9	10	7	7	12	10	8	5	11	11
Don't know	15	16	8	7	16	13	19	23	21	15	9	15	17	17	17	16	15	12

Taxation

Conservative	34	36	84	4	12	39	34	32	32	32	46	38	32	36	43	37	28	32
Labour	24	25	2	75	5	25	25	21	23	29	25	24	27	26	19	28	31	27
Liberal Democrat	15	12	4	5	59	14	10	12	12	13	11	15	8	13	14	11	12	9
Other	3	2	0	0	0	1	2	1	2	1	2	1	2	1	2	1	2	5
None	7	11	5	9	6	11	10	11	11	13	7	8	14	11	9	8	14	14
Don't know	17	14	5	7	17	10	18	22	19	12	9	13	16	14	14	15	13	13

	Voting intention			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Unemployment

Conservative	33	33	79	5	12	34	32	36	31	27	41	36	29	29	37	38	29	22
Labour	26	27	4	76	11	30	24	18	24	34	25	27	28	28	23	28	28	36
Liberal Democrat	11	9	3	2	46	10	9	10	9	9	9	10	7	12	11	7	8	8
Other	3	2	0	0	0	1	3	1	3	1	3	1	3	0	2	1	2	6
None	9	13	7	9	10	13	12	11	12	16	10	9	18	14	10	10	17	16
Don't know	19	16	7	8	20	12	20	24	21	13	11	17	15	17	17	16	16	12

The economy in general

Conservative	37	36	89	1	19	40	33	32	34	32	47	39	32	37	43	39	28	28
Labour	26	26	1	79	7	26	26	16	23	30	28	25	28	25	19	28	32	32
Liberal Democrat	9	9	1	2	49	10	7	13	7	10	6	10	6	9	10	9	7	6
Other	3	2	0	0	0	1	2	1	2	1	2	1	2	0	2	1	2	4
None	7	9	3	8	4	9	9	11	11	10	5	7	12	11	8	6	13	9
Don't know	18	18	6	10	22	13	23	28	22	17	12	17	19	17	18	18	19	21

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

Decisive	32	35	63	11	36	35	36	29	34	32	44	38	31	27	38	38	35	33
Sticks to what he believes in	26	31	60	9	32	31	31	30	28	30	37	32	29	31	35	34	28	16
Strong	28	31	59	9	33	30	31	38	27	27	35	33	28	24	35	33	29	24
Charismatic	33	29	45	15	42	29	29	31	33	25	30	31	26	27	36	28	22	30
A natural leader	24	26	46	8	32	25	27	32	25	22	31	29	23	25	29	27	22	26
Honest	24	23	52	2	23	24	22	17	15	21	36	25	21	20	30	23	19	14
In touch with the concerns of ordinary people	18	16	40	0	11	16	16	4	12	14	27	16	15	10	21	17	12	11
Good in a crisis	15	15	35	1	12	14	16	23	11	11	19	15	14	14	17	18	13	3
None of these	26	28	4	62	14	30	26	22	26	35	24	26	32	31	22	28	34	29
Don't know	12	10	5	7	9	10	10	15	12	9	8	9	13	11	11	8	11	14

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

Honest	27	26	38	9	52	29	23	28	24	23	30	27	23	23	29	30	22	17
In touch with the concerns of ordinary people	27	26	39	9	57	24	28	28	26	23	29	29	23	22	29	30	24	19
Charismatic	28	23	30	16	38	22	24	32	23	19	24	27	18	19	26	26	19	23
Sticks to what he believes in	19	16	22	5	37	15	16	15	12	16	19	16	16	13	19	16	13	11
Decisive	14	14	21	4	30	14	14	14	13	13	16	15	12	10	16	16	13	7
Strong	14	12	19	3	27	12	13	15	12	11	13	13	12	12	14	11	12	12
A natural leader	13	10	12	4	25	12	9	14	10	8	11	14	5	6	12	10	9	13
Good in a crisis	7	7	11	1	19	9	6	6	8	7	7	9	4	6	8	8	7	5
None of these	27	31	15	60	6	35	28	13	29	40	31	29	35	34	29	28	36	35
Don't know	15	16	13	10	10	13	18	22	19	14	13	14	19	16	15	14	19	17

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The Conservative-Liberal Democrat government are committed to holding a referendum on changing the electoral system from first-past-the-post (FPTP) to the alternative vote (AV)

At the moment, under first-past-the-post (FPTP), voters select ONE candidate, and the candidate with the most votes wins. It has been suggested that this system should be replaced by the Alternative Vote (AV). Voters would RANK a number of candidates from a list. If a candidates wins more than half of the '1st' votes, a winner is declared. If not, the least popular candidates are eliminated from the contest, and their supporters' subsequent preferences counted and shared accordingly between the remaining candidates. This process continues until an outright winner is declared.

If a referendum were held tomorrow on whether to stick with first-past-the-post or switch to the Alternative Vote for electing MPs, how would you vote?

I would vote in favour of switching to the Alternative Vote	44	42	30	45	73	46	39	47	42	43	40	47	37	42	44	39	42	46
I would vote in favour of keeping first-past-the-post	34	34	50	37	12	37	32	22	28	35	45	33	35	33	37	35	34	26
I wouldn't vote	5	5	3	2	2	4	6	7	10	4	3	4	7	4	3	6	8	9
Don't know	17	18	17	16	12	13	23	24	21	18	12	16	21	21	16	21	16	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.
Age and Gender		
Male 18 to 24	74	99
Male 25 to 39	190	193
Male 40 to 54	198	187
Male 55 +	330	254
Female 18 to 24	55	91
Female 25 to 39	214	196
Female 40 to 54	191	188
Female 55 +	251	295
Region		
North England	335	366
Midlands	229	246
East England	166	146
London	197	194
South England	424	349
Wales	58	74
Scotland	94	128
Social Grade		
ABC1	991	855
C2DE	511	647
Newspaper Type		
Express / Mail	328	227
Sun / Star	155	318
Mirror / Record	101	229
Guardian / Independent	202	50
FT / Times / Telegraph	283	134
Other Paper	160	170
No Paper	272	372
Political Party Identification		
Labour Loyal	342	401
Labour Disloyal	100	98
Conservative	407	367
Liberal Democrat	159	115
Others	51	41
None	390	407
Don't know	51	71