

YouGov / The Sun Survey Results

Sample Size: 1900 GB Adults
Fieldwork: 27th - 28th July 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	1900	626	535	208	927	973	451	262	658	530	1063	803	244	625	403	462	167	
Unweighted Sample	1900	607	519	209	887	1013	370	277	715	538	1233	633	278	615	346	444	217	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Headline Voting Intention																		
Con	42	100	0	0	41	43	35	41	38	53	47	35	42	49	47	35	20	
Lab	36	0	100	0	37	35	40	34	39	30	31	43	41	25	31	50	42	
Lib Dem	14	0	0	100	14	14	18	15	15	9	15	13	13	16	16	10	12	
Other	8	0	0	0	8	8	8	10	8	8	7	10	3	9	6	5	26	
Other Parties Voting Intention																		
UKIP	3	0	0	0	3	3	1	3	3	4	2	4	1	5	2	2	0	
SNP / PCY	2	0	0	0	2	2	3	1	2	2	1	3	0	0	0	0	21	
Green	2	0	0	0	2	2	3	3	2	1	2	2	2	3	1	1	4	
BNP	1	0	0	0	1	0	1	1	0	1	1	0	0	0	1	2	0	
Respect	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	
Other	0	0	0	0	0	1	0	1	1	0	0	0	0	1	0	0	1	
Non Voters																		
Would Not Vote	8	0	0	0	7	8	12	8	6	5	7	9	3	9	7	8	5	
Don't know	14	0	0	0	11	17	15	13	13	15	14	14	17	13	12	15	16	
Do you approve or disapprove of the Government's record to date?																		
	26-27 July	27-28 July																
Approve	40	41	83	9	55	46	37	35	44	38	50	49	31	44	43	48	35	30
Disapprove	38	36	5	76	14	37	36	34	30	41	34	33	41	34	29	32	42	57
Don't know	22	23	12	15	30	18	28	31	26	21	16	19	28	22	28	19	22	13
If you had to choose, which of the following options would be best for Britain?																		
	06-07 July	27-28 July																
A majority Conservative government	27	30	78	1	3	33	27	24	30	26	38	33	25	35	35	31	23	16
A coalition between the Conservatives and Liberal Democrats	20	15	19	1	47	14	16	9	13	18	18	17	12	11	16	18	14	13
A coalition between Labour and the Liberal Democrats	16	14	0	22	30	15	13	17	16	15	7	14	13	19	11	13	14	17
A majority Labour government	22	23	0	71	3	23	22	21	21	26	21	20	26	22	17	18	30	35
Don't know	15	19	2	5	17	15	23	29	20	15	16	16	23	12	22	20	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.
Age and Gender		
Male 18 to 24	66	117
Male 25 to 39	197	242
Male 40 to 54	313	322
Male 55 +	311	247
Female 18 to 24	99	112
Female 25 to 39	284	241
Female 40 to 54	393	328
Female 55 +	237	292
Region		
North England	444	462
Midlands	250	310
East England	170	181
London	278	244
South England	445	444
Wales	96	93
Scotland	217	167
Social Grade		
AB	707	522
C1	526	542
C2	290	391
DE	343	411
Newspaper Type		
Express / Mail	472	289
Sun / Star	290	403
Mirror / Record	185	292
Guardian / Independent	117	60
FT / Times / Telegraph	217	162
Other Paper	257	219
No Paper	360	473
Political Party Identification		
Labour	607	616
Conservative	496	543
Liberal Democrat	219	227
Others	228	59
None/ DK	350	455

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