

YouGov / The Sun Survey Results

Sample Size: 2138 GB Adults
Fieldwork: 29th - 30th 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	2138	724	621	260	1039	1099	258	547	730	602	1203	909	272	696	458	526	186
Unweighted Sample	2138	723	594	265	1007	1131	177	571	809	581	1385	727	282	738	406	511	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't Know and Wouldn't Vote]

Con	42	100	0	0	39	45	34	40	36	54	44	40	44	53	41	37	17
Lab	36	0	100	0	37	35	37	34	44	29	33	41	37	25	39	42	56
Lib Dem	15	0	0	100	16	14	21	20	14	11	17	12	16	15	15	16	12
Other	6	0	0	0	7	6	8	6	7	6	6	7	3	8	5	5	15

Other Parties Voting Intention

Green	2	0	0	0	1	2	3	1	2	2	2	2	1	3	1	1	1
UKIP	2	0	0	0	2	2	0	1	3	2	2	2	1	3	2	2	2
SNP / PCY	1	0	0	0	1	1	1	2	1	1	1	1	0	0	0	0	12
BNP	1	0	0	0	2	1	4	1	1	1	1	1	1	1	2	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	1	0	0	0	0	1	0	1	0	1	0	0	0

Non Voters

Would Not Vote	8	0	0	0	8	8	18	9	8	4	7	10	10	8	11	6	6
Don't know	12	0	0	0	9	14	14	13	11	9	10	14	9	13	11	10	16

28-29 June **29-30 June**

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

Approve	44	44	89	5	57	46	42	30	41	40	58	49	38	45	50	41	44	27
Disapprove	33	34	3	75	18	36	32	38	32	39	28	31	38	33	28	35	37	49
Don't know	23	22	8	20	25	18	26	32	27	21	14	20	24	21	22	24	19	24

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

15-16 June
29-30 June

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

Reducing the government's deficit

Very well	8	14	33	2	9	16	13	14	13	11	19	16	12	19	16	13	14	5
Fairly well	38	44	59	26	63	45	44	35	47	44	46	45	44	41	48	41	45	45
TOTAL WELL	46	58	92	28	72	61	57	49	60	55	65	61	56	60	64	54	59	50
Fairly badly	18	16	1	35	12	18	15	21	15	18	13	15	18	18	14	18	16	19
Very badly	8	10	0	22	3	11	9	8	11	11	8	10	10	8	9	10	10	16
TOTAL BADLY	26	26	1	57	15	29	24	29	26	29	21	25	28	26	23	28	26	35
Don't know	28	15	6	15	12	11	19	22	14	16	14	14	17	15	14	18	15	15

Reforming Britain's political system

Very well	6	6	13	1	4	5	6	5	4	4	9	6	6	6	6	6	6	3
Fairly well	33	33	56	13	37	30	36	26	34	29	39	32	33	29	35	33	33	27
TOTAL WELL	39	39	69	14	41	35	42	31	38	33	48	38	39	35	41	39	39	30
Fairly badly	21	22	9	36	28	25	19	26	23	23	18	23	21	26	20	21	22	25
Very badly	12	16	1	34	10	20	13	16	16	18	14	15	17	16	15	14	18	23
TOTAL BADLY	33	38	10	70	38	45	32	42	39	41	32	38	38	42	35	35	40	48
Don't know	29	23	21	17	21	20	26	26	23	25	20	24	22	23	25	25	20	22

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	76	136
Male 25 to 39	248	273
Male 40 to 54	293	281
Male 55 +	390	349
Female 18 to 24	125	143
Female 25 to 39	324	274
Female 40 to 54	288	253
Female 55 +	394	428
Region		
North England	511	526
Midlands	324	352
East England	217	206
London	282	272
South England	521	490
Wales	82	106
Scotland	201	186
Social Grade		
ABC1	1272	1155
C2DE	865	982
Newspaper Type		
Express / Mail	514	321
Sun / Star	312	456
Mirror / Record	188	330
Guardian / Independent	161	63
FT / Times / Telegraph	229	183
Other Paper	284	249
No Paper	449	535
Political Party Identification		
Labour Loyal	440	470
Labour Disloyal	137	146
Conservative	524	511
Liberal Democrat	167	170
Others	112	67
None	665	680
Don't know	92	93