

YouGov / The Sun Survey Results

Sample Size: 3127 GB Adults

Fieldwork: 29th - 30th September 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	3127	1032	991	308	1525	1602	373	797	1075	882	1744	1315	403	1015	670	766	274
Unweighted Sample	3127	1014	955	341	1521	1606	184	824	1212	907	2029	1030	485	1009	658	674	301
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	41	100	0	0	39	43	32	38	38	49	43	37	44	49	41	35	20
Lab	39	0	100	0	41	37	39	42	43	33	38	42	36	30	39	50	49
Lib Dem	12	0	0	100	12	12	21	13	10	11	13	11	13	15	12	9	10
Other	8	0	0	0	8	8	8	7	9	8	6	10	7	6	8	6	21

Other Parties Voting Intention

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

Non Voters

Would Not Vote	7	0	0	0	6	8	15	7	7	3	6	9	7	6	5	8	8
Don't know	12	0	0	0	10	15	14	17	12	8	11	14	12	13	12	11	15

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

		28-29 Sep	29-30 Sep															
Approve	41	40	86	5	53	43	37	32	35	39	49	44	33	44	47	40	34	26
Disapprove	40	41	3	83	18	42	39	41	41	44	36	38	44	36	33	42	48	52
Don't know	19	19	12	12	29	14	25	27	24	17	14	17	23	20	21	18	18	22

	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	
Weighted Sample	3127	1032	991	308	1525	1602	373	797	1075	882	1744	1315	403	1015	670	766	274	
Unweighted Sample	3127	1014	955	341	1521	1606	184	824	1212	907	2029	1030	485	1009	658	674	301	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
26-27 Sep	29-30 Sep																	
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?																		
It seems rather old and tired																		
Applies most to Labour	41	39	71	7	50	42	37	25	37	38	48	41	36	46	43	40	33	30
Applies most to the Conservatives	24	24	1	53	21	26	22	32	26	25	16	22	26	20	19	26	27	32
Applies most to the Liberal Democrats	7	7	8	10	1	7	7	3	4	8	11	8	7	7	6	8	7	8
Applies to none of them	13	15	11	21	17	14	17	12	15	16	17	16	14	14	16	12	17	18
Don't know	16	15	8	8	12	11	18	27	19	12	8	13	18	12	16	14	16	12
Even if I don't always agree with it, at least its heart is in the right place																		
Applies most to Labour	31	29	3	72	16	31	27	29	29	32	25	28	30	31	23	30	35	30
Applies most to the Conservatives	20	23	56	2	10	22	23	11	18	23	32	24	21	24	26	25	17	15
Applies most to the Liberal Democrats	23	19	20	10	53	23	16	21	22	17	18	22	15	18	21	19	16	25
Applies to none of them	14	16	13	10	12	14	17	12	17	17	15	14	18	16	15	13	17	20
Don't know	13	13	8	6	9	10	17	27	15	11	9	11	16	10	15	13	15	10
It seems to have succeeded in moving on and left its past behind it																		
Applies most to the Conservatives	29	29	63	5	28	31	26	23	29	26	34	31	25	30	32	29	25	22
Applies most to Labour	19	19	4	48	8	23	16	16	16	22	19	19	20	18	16	19	21	30
Applies most to the Liberal Democrats	14	11	9	9	30	11	11	8	9	12	13	13	9	12	11	12	10	8
Applies to none of them	23	26	16	29	23	25	26	24	28	27	23	25	27	25	25	27	27	27
Don't know	16	15	8	9	11	10	20	29	18	13	10	13	19	15	16	15	17	13
It seems to appeal to one section of society rather than to the whole country																		
Applies most to the Conservatives	44	43	14	76	47	44	41	41	45	44	40	42	44	38	37	45	47	56
Applies most to Labour	23	24	50	6	27	25	23	12	22	24	31	27	20	32	29	23	18	14
Applies most to the Liberal Democrats	9	9	13	7	5	10	7	6	7	9	10	8	9	7	8	11	8	9
Applies to none of them	8	9	11	6	10	9	9	10	8	9	9	8	10	10	9	8	10	10
Don't know	15	15	13	6	11	11	19	31	18	13	9	13	18	13	17	14	18	12

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	87	192
	Male 25 to 39	365	401
	Male 40 to 54	589	534
	Male 55 +	480	398
	Female 18 to 24	97	181
	Female 25 to 39	459	396
	Female 40 to 54	623	541
	Female 55 +	427	483
Region			
	North England	674	766
	Midlands	506	514
	East England	312	303
	London	485	403
	South England	697	713
	Wales	152	156
	Scotland	301	274
Social Grade			
	AB	1177	857
	C1	852	887
	C2	454	642
	DE	576	673
Newspaper Type			
	Express / Mail	583	475
	Sun / Star	360	667
	Mirror / Record	261	479
	Guardian / Independent	272	98
	FT / Times / Telegraph	389	273
	Other Paper	308	355
	No Paper	954	781
Political Party Identification			
	Labour	985	1013
	Conservative	877	900
	Liberal Democrat	414	371
	Others	302	98
	None/ DK	549	745