

YouGov / The Sun Survey Results

Sample Size: 1986 GB Adults
Fieldwork: 27th - 28th October 2010

	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	1986	647	615	183	965	1021	237	509	680	560	1118	843	253	648	426	485	174
Unweighted Sample	1986	611	592	191	967	1019	151	477	787	571	1259	702	292	697	358	443	196
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	41	100	0	0	39	42	39	36	37	48	46	33	42	50	41	35	19
Lab	39	0	100	0	39	38	32	38	45	34	33	48	40	29	37	49	46
Lib Dem	11	0	0	100	11	12	17	16	8	11	12	10	10	14	11	11	9
Other	9	0	0	0	11	7	12	10	10	7	10	9	8	6	11	6	26

Other Parties Voting Intention

SNP / PCY	3	0	0	0	3	3	6	3	2	2	3	3	1	0	2	0	22
UKIP	3	0	0	0	3	2	0	2	3	4	3	2	1	4	3	2	0
Green	2	0	0	0	2	2	2	2	2	1	2	1	2	1	1	1	3
BNP	2	0	0	0	3	0	2	3	1	0	2	1	3	0	2	3	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	2	1	1	0	0	1	2	0	2	0	0

Non Voters

Would Not Vote	7	0	0	0	5	9	9	10	7	3	5	9	7	8	4	8	4
Don't know	13	0	0	0	10	16	15	17	12	10	13	14	14	14	13	14	8

26-27
Oct

27-28
Oct

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

Approve	40	42	90	8	60	43	41	40	38	40	50	47	35	42	49	44	37	27
Disapprove	44	43	3	83	24	45	40	39	42	50	37	38	49	42	34	43	47	62
Don't know	16	15	7	9	16	11	19	21	20	11	13	14	16	16	17	13	16	11

Weighted Sample
Unweighted Sample

	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
1986	647	615	183	965	1021	237	509	680	560	1118	843	253	648	426	485	174
1986	611	592	191	967	1019	151	477	787	571	1259	702	292	697	358	443	196
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

13-14
Oct

27-28
Oct

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	44	79	12	67	45	42	42	36	40	55	49	36	46	51	44	35	35
Applies most to the Conservatives	22	21	2	45	16	25	18	23	26	22	15	18	25	17	18	22	23	30
Applies most to the Liberal Democrats	7	7	3	13	0	7	6	5	5	9	7	5	9	4	5	8	7	10
Applies to none of them	15	14	10	20	12	13	15	8	14	15	13	15	12	14	11	12	18	13
Don't know	15	15	7	10	5	11	19	22	20	14	10	13	18	18	14	15	16	13

Even if I don't always agree with it, at least its heart is in the right place

Applies most to Labour	28	31	4	77	10	34	29	33	27	36	29	28	36	26	24	30	39	46
Applies most to the Conservatives	25	24	59	2	13	23	26	17	17	22	38	25	23	28	28	24	21	16
Applies most to the Liberal Democrats	19	19	21	8	65	22	16	16	23	18	17	22	14	20	23	18	16	13
Applies to none of them	16	14	8	9	4	14	14	12	18	15	10	15	13	15	13	15	12	17
Don't know	13	11	7	4	9	7	16	22	16	9	6	9	14	12	11	12	12	9

It seems to have succeeded in moving on and left its past behind it

Applies most to the Conservatives	29	31	67	6	31	33	28	30	28	28	38	35	25	34	36	31	26	22
Applies most to Labour	18	18	2	45	9	19	16	19	16	21	15	16	20	15	13	19	22	22
Applies most to the Liberal Democrats	11	11	10	11	28	10	13	5	10	12	15	12	11	9	13	11	11	9
Applies to none of them	27	26	13	29	25	29	24	22	29	27	25	26	26	24	25	25	27	35
Don't know	15	14	8	9	6	8	19	24	17	13	8	12	16	18	13	14	13	12

It seems to appeal to one section of society rather than to the whole country

Applies most to the Conservatives	44	46	13	81	48	48	44	46	43	53	40	44	49	42	39	48	50	65
Applies most to Labour	24	24	54	5	27	26	23	16	23	23	31	28	19	28	29	22	21	15
Applies most to the Liberal Democrats	9	7	11	5	7	9	5	6	5	7	9	6	7	7	8	8	6	4
Applies to none of them	8	8	10	5	10	7	9	8	10	6	9	9	7	8	8	8	9	4
Don't know	16	15	13	4	8	9	20	25	19	11	11	14	16	16	16	14	14	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	61	122
Male 25 to 39	210	255
Male 40 to 54	388	336
Male 55 +	308	252
Female 18 to 24	90	116
Female 25 to 39	267	254
Female 40 to 54	399	343
Female 55 +	263	308
Region		
North England	443	485
Midlands	263	328
East England	202	192
London	292	253
South England	495	456
Wales	95	98
Scotland	196	174
Social Grade		
AB	702	549
C1	557	569
C2	319	412
DE	383	431
Newspaper Type		
Express / Mail	387	300
Sun / Star	232	422
Mirror / Record	153	306
Guardian / Independent	166	60
FT / Times / Telegraph	243	172
Other Paper	191	228
No Paper	614	499
Political Party Identification		
Labour	620	644
Conservative	521	570
Liberal Democrat	236	237
Others	234	61
None/ DK	375	474

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<http://today.yougov.co.uk>