

# YouGov / The Sun Survey Results

Sample Size: 1536

Fieldwork: 23rd - 24th September 2008

The Sun	Voting Intention			Gender		Age			Social Grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
All GB Adults	1536	511	385	191	738	798	458	533	545	830	706	193	495	330	381	138
Unweighted Sample	1536	550	362	190	738	798	416	528	592	957	579	256	485	293	360	142
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	41	100	0	0	39	45	42	36	47	47	34	50	53	41	31	18
Lab	31	0	100	0	35	28	33	35	27	26	38	29	24	28	41	42
Lib Dem	16	0	0	100	14	17	16	18	13	18	13	16	17	16	18	5
Other	12	0	0	0	13	10	9	12	13	9	15	6	6	15	10	35

## Other Parties Voting Intention

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

SNP / PCY	4	0	0	0	3	4	3	4	4	4	4	0	0	4	0	33
UKIP	2	0	0	0	3	2	2	2	4	2	4	0	3	5	2	0
BNP	2	0	0	0	3	2	1	3	2	2	3	3	1	1	5	0
Green	2	0	0	0	1	2	1	1	2	2	1	2	1	1	2	2
Respect	0	0	0	0	1	0	1	0	0	0	1	0	0	1	0	0
Other	1	0	0	0	2	1	1	2	1	1	2	0	1	3	1	1

## Non Voters

Would Not Vote	7	0	0	0	6	9	11	7	5	6	10	7	8	10	6	3
Don't know	13	0	0	0	9	17	13	14	11	11	15	12	12	11	14	19

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

Approve	22	3	65	18	27	18	26	21	21	21	24	17	20	19	27	35
Disapprove	65	92	20	71	63	67	56	65	73	67	63	67	70	74	59	44
Don't know	13	5	16	11	10	15	19	14	6	12	13	16	10	8	15	20

The Sun

All GB Adults  
Unweighted Sample

Total	Voting Intention			Gender		Age			Social Grade		Region				
	Con	Lab	Lib Dem	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1536	511	385	191	738	798	458	533	545	830	706	193	495	330	381	138
1536	550	362	190	738	798	416	528	592	957	579	256	485	293	360	142
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of these would make the best Prime Minister?

David Cameron	32	80	3	11	32	32	31	28	38	38	25	36	41	34	25	12
Gordon Brown	24	1	74	11	29	19	20	27	24	23	25	20	20	21	26	46
Nick Clegg	7	1	2	43	8	6	7	8	7	7	8	8	7	6	10	2
Don't know	37	18	21	36	31	42	42	38	32	32	42	36	32	40	39	40

Are you satisfied or dissatisfied with Gordon Brown as Prime Minister?

Satisfied	23	3	64	19	26	20	24	22	22	20	26	20	18	22	26	37
Dissatisfied	68	94	26	69	67	68	62	66	73	70	64	68	73	70	66	46
Don't know	10	3	10	12	7	12	14	11	5	10	10	12	9	8	8	18

Here are some things people are saying about Gordon Brown at the moment. Please indicate for each whether, on balance, you agree or disagree with it.

Despite what Gordon Brown says, he seems to have no real understanding of what ordinary people are going through at the moment.

Agree	60	82	24	62	57	62	53	60	64	59	61	60	63	63	59	41
Disagree	31	12	68	31	35	28	33	30	30	32	30	29	28	29	34	43
Don't know	9	5	8	7	8	11	14	10	5	9	10	11	10	8	8	16

Despite what other people say, he is providing his government and the country with strong leadership

Agree	23	5	63	17	26	19	21	24	23	22	24	20	18	21	26	38
Disagree	66	90	26	74	65	66	62	65	69	69	62	66	70	69	65	42
Don't know	12	5	11	9	8	15	17	11	8	10	14	15	12	10	9	21

The Sun

All GB Adults  
Unweighted Sample

Total	Voting Intention			Gender		Age			Social Grade		Region				
	Con	Lab	Lib Dem	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1536	511	385	191	738	798	458	533	545	830	706	193	495	330	381	138
1536	550	362	190	738	798	416	528	592	957	579	256	485	293	360	142
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Taking everything into account, do you think Gordon Brown is an asset or a liability to the Labour Party?

He is an asset	29	11	67	28	32	26	27	29	30	30	28	30	23	25	32	49
He is a liability	56	81	21	56	57	55	51	55	60	57	55	54	62	60	54	32
Don't know	15	8	12	16	12	19	22	15	10	13	18	17	15	15	14	19

In your view, should Gordon Brown stay on as Prime Minister or should the Labour Party replace him with someone else?

He should stay on	39	26	72	41	43	35	33	38	44	41	36	36	36	34	40	59
He should be replaced as Labour leader and Prime Minister	49	64	23	51	49	50	50	51	47	48	51	48	52	55	50	25
Don't know	12	10	5	9	9	15	17	11	10	12	13	16	12	11	10	16

## 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.
<b>Age and Gender</b>		
Male 18 to 24	37	84
Male 25 to 39	212	215
Male 40 to 54	191	191
Male 55 +	298	247
Female 18 to 24	72	84
Female 25 to 39	250	224
Female 40 to 54	182	192
Female 55 +	294	298
<b>Region</b>		
London	368	302
Rest of South	331	345
Midlands and Wales	308	342
North	377	396
Scotland	152	150
<b>Social Grade</b>		
ABC1	957	830
C2DE	579	706
<b>Newspaper Type</b>		
Express / Mail	388	246
Sun / Star	222	338
Mirror / Record	143	246
Guardian / Independent	103	61
FT / Times / Telegraph	160	146
Other Paper	202	192
No Paper	317	307
<b>Political Party Identification</b>		
Lab	483	507
Con	420	385
Lib Dem	151	169
Others	49	46
None	369	391
Don't know	64	38