

YouGov Survey Results

Voting Intention Tracker from 2010 general election - present

| Date | Client | Con | Lab | Lib Dem | UKIP | Other (exc. UKIP) | Con lead over Lab |
|------------------|--------------|-----|-----|---------|------|-------------------|-------------------|
| | | % | % | % | % | % | % |
| 2013 | | | | | | | |
| June 23-24 | The Sun | 32 | 39 | 9 | 12 | 7 | -7 |
| June 20-21 | Sunday Times | 31 | 39 | 10 | 13 | 7 | -8 |
| June 19-20 | The Sun | 31 | 39 | 11 | 14 | 5 | -8 |
| June 18-19 | The Sun | 32 | 38 | 10 | 13 | 8 | -6 |
| June 17-18 | The Sun | 31 | 38 | 10 | 12 | 8 | -7 |
| June 16-17 | The Sun | 31 | 40 | 10 | 13 | 6 | -9 |
| June 13-14 | Sunday Times | 30 | 39 | 10 | 14 | 8 | -9 |
| June 12-13 | The Sun | 32 | 39 | 10 | 12 | 7 | -7 |
| June 11-12 | The Sun | 30 | 38 | 11 | 12 | 8 | -8 |
| June 10-11 | The Sun | 30 | 38 | 9 | 16 | 8 | -8 |
| June 9-10 | The Sun | 28 | 39 | 11 | 15 | 6 | -11 |
| June 6-7 | Sunday Times | 30 | 40 | 9 | 14 | 6 | -10 |
| June 5-6 | The Sun | 32 | 39 | 10 | 13 | 6 | -7 |
| June 4-5 | The Sun | 30 | 39 | 10 | 14 | 7 | -9 |
| June 3-4 | The Sun | 30 | 40 | 10 | 14 | 6 | -10 |
| June 3 | The Sun | 31 | 38 | 10 | 16 | 5 | -7 |
| May 30-31 | Sunday Times | 30 | 39 | 10 | 15 | 6 | -9 |
| May 29-30 | The Sun | 30 | 38 | 11 | 14 | 7 | -8 |
| May 28-29 | The Sun | 30 | 37 | 11 | 14 | 8 | -7 |
| May 27-28 | The Sun | 29 | 39 | 10 | 15 | 8 | -10 |
| May 23-24 | Sunday Times | 30 | 40 | 10 | 14 | 6 | -10 |
| May 22-23 | The Sun | 29 | 42 | 11 | 13 | 6 | -13 |
| May 21-22 | The Sun | 29 | 39 | 11 | 16 | 5 | -10 |
| May 20-21 | The Sun | 27 | 38 | 10 | 16 | 9 | -11 |
| May 19-20 | The Sun | 31 | 39 | 10 | 14 | 6 | -8 |
| May 16-17 | Sunday Times | 29 | 40 | 9 | 14 | 8 | -11 |
| May 15-16 | The Sun | 31 | 39 | 9 | 15 | 6 | -8 |
| May 14-15 | The Sun | 30 | 40 | 10 | 14 | 7 | -10 |
| May 13-14 | The Sun | 30 | 40 | 10 | 15 | 5 | -10 |
| May 12-13 | The Sun | 31 | 38 | 10 | 14 | 7 | -7 |
| May 9-10 | Sunday Times | 30 | 39 | 9 | 16 | 6 | -9 |
| May 8-9 | The Sun | 30 | 39 | 10 | 14 | 6 | -9 |
| May 7-8 | The Sun | 27 | 38 | 11 | 17 | 7 | -11 |
| May 6-7 | The Sun | 29 | 39 | 9 | 16 | 7 | -10 |
| May 2-3 | Sunday Times | 30 | 40 | 11 | 12 | 7 | -10 |
| May 1-2 | The Sun | 32 | 43 | 9 | 10 | 6 | -11 |
| April 30 - May 1 | The Sun | 33 | 39 | 10 | 13 | 5 | -6 |
| April 29-30 | The Sun | 30 | 39 | 11 | 14 | 6 | -9 |
| April 28-29 | The Sun | 30 | 39 | 11 | 14 | 7 | -9 |
| April 25-26 | Sunday Times | 31 | 40 | 11 | 11 | 8 | -9 |
| April 24-25 | The Sun | 32 | 40 | 11 | 12 | 5 | -8 |
| April 23-24 | The Sun | 31 | 39 | 10 | 11 | 8 | -8 |
| April 22-23 | The Sun | 33 | 40 | 10 | 12 | 6 | -7 |
| April 21-22 | The Sun | 32 | 39 | 11 | 13 | 6 | -7 |

| Date | Client | Con | Lab | Lib Dem | UKIP | Other (exc. UKIP) | Con lead over Lab |
|-----------------------|--------------|-----|-----|---------|------|-------------------|-------------------|
| | | % | % | % | % | % | % |
| 2013 cont. | | | | | | | |
| April 18-19 | Sunday Times | 32 | 40 | 11 | 10 | 7 | -8 |
| April 17-18 | The Sun | 33 | 40 | 10 | 11 | 7 | -7 |
| April 16-17 | The Sun | 30 | 41 | 10 | 12 | 7 | -11 |
| April 15-16 | The Sun | 33 | 40 | 10 | 11 | 6 | -7 |
| April 14-15 | The Sun | 31 | 39 | 12 | 12 | 6 | -8 |
| April 11-12 | Sunday Times | 31 | 42 | 12 | 11 | 5 | -11 |
| April 10-11 | The Sun | 32 | 42 | 9 | 11 | 6 | -10 |
| April 9-10 | The Sun | 28 | 42 | 12 | 11 | 7 | -14 |
| April 8-9 | The Sun | 33 | 41 | 10 | 10 | 6 | -8 |
| April 7-8 | The Sun | 30 | 40 | 12 | 12 | 7 | -10 |
| April 4-5 | Sunday Times | 30 | 40 | 11 | 13 | 6 | -10 |
| April 3-4 | The Sun | 30 | 42 | 11 | 12 | 6 | -12 |
| April 2-3 | The Sun | 33 | 41 | 9 | 11 | 6 | -8 |
| April 1-2 | The Sun | 30 | 43 | 11 | 10 | 6 | -13 |
| March 27-28 | The Sun | 29 | 42 | 11 | 13 | 5 | -13 |
| March 26-27 | The Sun | 30 | 40 | 12 | 13 | 6 | -10 |
| March 25-26 | The Sun | 30 | 39 | 13 | 12 | 6 | -9 |
| March 24-25 | The Sun | 30 | 41 | 13 | 11 | 6 | -11 |
| March 21-22 | Sunday Times | 30 | 41 | 12 | 12 | 5 | -11 |
| March 20-21 | The Sun | 32 | 41 | 11 | 10 | 6 | -9 |
| March 19-20 | The Sun | 30 | 41 | 11 | 12 | 6 | -11 |
| March 18-19 | The Sun | 31 | 41 | 11 | 11 | 6 | -10 |
| March 17-18 | The Sun | 32 | 40 | 11 | 10 | 6 | -8 |
| March 14-15 | Sunday Times | 29 | 41 | 12 | 12 | 6 | -12 |
| March 13-14 | The Sun | 30 | 42 | 11 | 11 | 7 | -12 |
| March 12-13 | The Sun | 31 | 40 | 11 | 12 | 7 | -9 |
| March 11-12 | The Sun | 29 | 43 | 11 | 12 | 5 | -14 |
| March 10-11 | The Sun | 32 | 40 | 11 | 11 | 6 | -8 |
| March 7-8 | Sunday Times | 31 | 41 | 12 | 11 | 5 | -10 |
| March 6-7 | The Sun | 32 | 41 | 11 | 11 | 6 | -9 |
| March 5-6 | The Sun | 31 | 41 | 11 | 12 | 6 | -10 |
| March 4-5 | The Sun | 29 | 42 | 11 | 12 | 6 | -13 |
| March 3-4 | The Sun | 31 | 40 | 12 | 12 | 6 | -9 |
| February 28 - March 1 | Sunday Times | 31 | 42 | 10 | 11 | 5 | -11 |
| February 27-28 | The Sun | 29 | 42 | 12 | 11 | 6 | -13 |
| February 26-27 | The Sun | 32 | 43 | 11 | 8 | 6 | -11 |
| February 25-26 | The Sun | 32 | 42 | 12 | 9 | 6 | -10 |
| February 24-25 | The Sun | 32 | 44 | 10 | 8 | 6 | -12 |
| February 21-22 | Sunday Times | 32 | 43 | 11 | 9 | 5 | -11 |
| February 20-21 | The Sun | 31 | 45 | 11 | 9 | 4 | -14 |
| February 19-20 | The Sun | 33 | 43 | 9 | 10 | 5 | -10 |
| February 18-19 | The Sun | 29 | 44 | 11 | 11 | 5 | -15 |
| February 17-18 | The Sun | 32 | 41 | 12 | 8 | 6 | -9 |
| February 14-15 | Sunday Times | 32 | 43 | 12 | 9 | 4 | -11 |
| February 13-14 | The Sun | 31 | 42 | 11 | 10 | 5 | -11 |
| February 12-13 | The Sun | 32 | 42 | 9 | 9 | 7 | -10 |
| February 11-12 | The Sun | 32 | 43 | 10 | 9 | 6 | -11 |

| Date | Client | Con | Lab | Lib Dem | UKIP | Other (exc. UKIP) | Con lead over Lab |
|-------------------------|--------------|-----|-----|---------|------|-------------------|-------------------|
| | | % | % | % | % | % | % |
| 2013 cont. | | | | | | | |
| February 10-11 | The Sun | 31 | 42 | 11 | 9 | 7 | -11 |
| February 7-8 | Sunday Times | 32 | 41 | 11 | 9 | 7 | -9 |
| February 6-7 | The Sun | 33 | 41 | 11 | 9 | 6 | -8 |
| February 5-6 | The Sun | 31 | 42 | 12 | 9 | 5 | -11 |
| February 4-5 | The Sun | 32 | 42 | 11 | 8 | 7 | -10 |
| February 3-4 | The Sun | 30 | 45 | 11 | 9 | 5 | -15 |
| January 31 - February 1 | Sunday Times | 34 | 41 | 12 | 8 | 5 | -7 |
| January 30-31 | The Sun | 32 | 44 | 10 | 8 | 5 | -12 |
| January 29-30 | The Sun | 33 | 42 | 10 | 7 | 7 | -9 |
| January 28-29 | The Sun | 33 | 42 | 11 | 8 | 6 | -9 |
| January 27-28 | The Sun | 35 | 41 | 10 | 9 | 5 | -6 |
| January 24-25 | Sunday Times | 35 | 41 | 12 | 7 | 5 | -6 |
| January 23-24 | The Sun | 33 | 43 | 10 | 9 | 5 | -10 |
| January 22-23 | The Sun | 31 | 43 | 11 | 10 | 5 | -12 |
| January 21-22 | The Sun | 31 | 41 | 12 | 10 | 5 | -10 |
| January 20-21 | The Sun | 33 | 42 | 10 | 10 | 4 | -9 |
| January 17-18 | Sunday Times | 33 | 42 | 11 | 7 | 7 | -9 |
| January 16-17 | The Sun | 34 | 44 | 9 | 8 | 5 | -10 |
| January 15-16 | The Sun | 33 | 42 | 12 | 8 | 5 | -9 |
| January 14-15 | The Sun | 32 | 44 | 10 | 9 | 5 | -12 |
| January 13-14 | The Sun | 31 | 44 | 11 | 9 | 5 | -13 |
| January 10-11 | Sunday Times | 31 | 44 | 11 | 8 | 6 | -13 |
| January 9-10 | The Sun | 31 | 42 | 11 | 10 | 5 | -11 |
| January 8-9 | The Sun | 33 | 43 | 10 | 10 | 4 | -10 |
| January 7-8 | The Sun | 32 | 44 | 10 | 9 | 5 | -12 |
| January 6-7 | The Sun | 32 | 41 | 11 | 9 | 7 | -9 |
| January 3-4 | Sunday Times | 32 | 43 | 10 | 9 | 6 | -11 |
| January 2-3 | The Sun | 32 | 43 | 10 | 9 | 6 | -11 |
| January 1-2 | The Sun | 31 | 43 | 11 | 9 | 6 | -12 |
| 2012 | | | | | | | |
| December 20-21 | Sunday Times | 33 | 43 | 10 | 8 | 6 | -10 |
| December 19-20 | The Sun | 33 | 41 | 11 | 10 | 6 | -8 |
| December 18-19 | The Sun | 30 | 43 | 11 | 10 | 6 | -13 |
| December 17-18 | The Sun | 32 | 43 | 9 | 10 | 6 | -11 |
| December 16-17 | The Sun | 31 | 43 | 9 | 11 | 5 | -12 |
| December 13-14 | Sunday Times | 33 | 45 | 9 | 8 | 5 | -12 |
| December 12-13 | The Sun | 33 | 43 | 9 | 10 | 6 | -10 |
| December 11-12 | The Sun | 31 | 44 | 12 | 9 | 5 | -13 |
| December 10-11 | The Sun | 31 | 43 | 10 | 9 | 6 | -12 |
| December 9-10 | The Sun | 33 | 42 | 10 | 8 | 7 | -9 |
| December 6-7 | Sunday Times | 33 | 42 | 10 | 9 | 6 | -9 |
| December 5-6 | The Sun | 32 | 42 | 10 | 9 | 8 | -10 |
| December 4-5 | The Sun | 32 | 44 | 9 | 10 | 4 | -12 |
| December 3-4 | The Sun | 30 | 44 | 11 | 10 | 5 | -14 |
| December 2-3 | The Sun | 31 | 43 | 11 | 10 | 5 | -12 |
| November 30-December 1 | Sunday Times | 31 | 44 | 10 | 10 | 6 | -13 |
| November 28-29 | The Sun | 32 | 42 | 10 | 10 | 7 | -10 |

| Date | Client | Con | Lab | Lib Dem | UKIP | Other (exc. UKIP) | Con lead over Lab |
|------------------------|------------------|-----|-----|---------|------|-------------------|-------------------|
| | | % | % | % | % | % | % |
| 2012 cont. | | | | | | | |
| November 27-28 | The Sun | 32 | 44 | 11 | 8 | 6 | -12 |
| November 26-27 | The Sun | 31 | 43 | 9 | 11 | 6 | -12 |
| November 25-26 | The Sun | 34 | 43 | 9 | 8 | 6 | -9 |
| November 22-23 | Sunday Times | 33 | 44 | 9 | 8 | 6 | -11 |
| November 21-22 | The Sun | 31 | 43 | 10 | 9 | 7 | -12 |
| November 20-21 | The Sun | 33 | 41 | 9 | 10 | 7 | -8 |
| November 19-20 | The Sun | 33 | 42 | 10 | 8 | 7 | -9 |
| November 18-19 | The Sun | 32 | 42 | 9 | 9 | 8 | -10 |
| November 15-16 | Sunday Times | 33 | 44 | 9 | 8 | 6 | -11 |
| November 14-15 | The Sun | 33 | 43 | 8 | 9 | 6 | -10 |
| November 13-14 | The Sun | 35 | 42 | 8 | 7 | 8 | -7 |
| November 12-13 | The Sun | 34 | 44 | 9 | 7 | 6 | -10 |
| November 11-12 | The Sun | 35 | 39 | 10 | 8 | 8 | -4 |
| November 8-9 | Sunday Times | 32 | 44 | 8 | 8 | 7 | -12 |
| November 7-8 | The Sun | 33 | 44 | 9 | 7 | 7 | -11 |
| November 6-7 | The Sun | 34 | 45 | 8 | 6 | 7 | -11 |
| November 5-6 | The Sun | 35 | 42 | 9 | 7 | 7 | -7 |
| November 4-5 | The Sun | 35 | 44 | 8 | 7 | 6 | -9 |
| November 1-2 | Sunday Times | 35 | 42 | 9 | 7 | 7 | -7 |
| October 31-November 1 | The Sun | 33 | 44 | 9 | 7 | 7 | -11 |
| October 30-31 | The Sun | 33 | 44 | 9 | 8 | 6 | -11 |
| October 29-30 | The Sun | 32 | 44 | 9 | 8 | 7 | -12 |
| October 28-29 | The Sun | 33 | 43 | 9 | 8 | 7 | -10 |
| October 25-26 | Sunday Times | 35 | 42 | 9 | 7 | 7 | -7 |
| October 24-25 | The Sun | 33 | 44 | 10 | 6 | 6 | -11 |
| October 23-24 | The Sun | 33 | 43 | 9 | 8 | 8 | -10 |
| October 22-23 | The Sun | 34 | 42 | 9 | 8 | 7 | -8 |
| October 21-22 | The Sun | 32 | 45 | 8 | 8 | 7 | -13 |
| October 18-19 | Sunday Times | 32 | 43 | 9 | 9 | 7 | -11 |
| October 17-18 | The Sun | 34 | 42 | 10 | 9 | 6 | -8 |
| October 16-17 | The Sun | 33 | 42 | 9 | 7 | 9 | -9 |
| October 15-16 | The Sun | 34 | 43 | 9 | 7 | 7 | -9 |
| October 14-15 | The Sun | 34 | 43 | 9 | 7 | 8 | -9 |
| October 11-12 | The Sunday Times | 33 | 43 | 10 | 6 | 7 | -10 |
| October 10-11 | The Sun | 35 | 42 | 8 | 7 | 8 | -7 |
| October 9-10 | The Sun | 34 | 41 | 8 | 10 | 7 | -7 |
| October 8-9 | The Sun | 33 | 45 | 9 | 6 | 8 | -12 |
| October 7-8 | The Sun | 34 | 44 | 8 | 7 | 7 | -10 |
| October 4-5 | Sunday Times | 31 | 45 | 8 | 8 | 7 | -14 |
| October 3-4 | The Sun | 32 | 43 | 10 | 8 | 7 | -11 |
| October 2-3 | The Sun | 31 | 45 | 10 | 7 | 7 | -14 |
| October 1-2 | The Sun | 34 | 42 | 9 | 8 | 7 | -8 |
| September 30-October 1 | The Sun | 34 | 43 | 9 | 8 | 6 | -9 |
| September 27-28 | Sunday Times | 35 | 40 | 10 | 7 | 9 | -5 |
| September 26-27 | The Sun | 31 | 43 | 11 | 8 | 8 | -12 |
| September 25-26 | The Sun | 32 | 41 | 9 | 9 | 8 | -9 |
| September 24-25 | The Sun | 31 | 44 | 9 | 9 | 7 | -13 |

| Date | Client | Con | Lab | Lib Dem | UKIP | Other (exc. UKIP) | Con lead over Lab |
|-------------------|--------------|-----|-----|---------|------|-------------------|-------------------|
| | | % | % | % | % | % | % |
| 2012 cont. | | | | | | | |
| September 23-24 | The Sun | 32 | 43 | 9 | 7 | 9 | -11 |
| September 20-21 | Sunday Times | 34 | 43 | 8 | 8 | 7 | -9 |
| September 19-20 | The Sun | 35 | 41 | 9 | 7 | 8 | -6 |
| September 18-19 | The Sun | 33 | 45 | 10 | 7 | 6 | -12 |
| September 18-19 | The Sun | 33 | 45 | 10 | 7 | 6 | -12 |
| September 17-18 | The Sun | 34 | 43 | 8 | 8 | 6 | -9 |
| September 16-17 | The Sun | 33 | 45 | 10 | 5 | 7 | -12 |
| September 13-14 | Sunday Times | 34 | 44 | 9 | 7 | 6 | -10 |
| September 12-13 | The Sun | 34 | 43 | 8 | 7 | 8 | -9 |
| September 11-12 | The Sun | 33 | 42 | 11 | 7 | 7 | -9 |
| September 10-11 | The Sun | 31 | 44 | 9 | 8 | 8 | -13 |
| September 9-10 | The Sun | 31 | 42 | 10 | 8 | 8 | -11 |
| September 6-7 | Sunday Times | 33 | 43 | 10 | 7 | 7 | -10 |
| September 5-6 | The Sun | 33 | 45 | 8 | 6 | 7 | -12 |
| September 4-5 | The Sun | 33 | 45 | 8 | 7 | 7 | -12 |
| September 3-4 | The Sun | 34 | 40 | 10 | 7 | 9 | -6 |
| September 2-3 | The Sun | 33 | 44 | 8 | 7 | 8 | -11 |
| August 30-31 | Sunday Times | 35 | 41 | 9 | 7 | 7 | -6 |
| August 29-30 | The Sun | 33 | 42 | 10 | 8 | 7 | -9 |
| August 28-29 | The Sun | 32 | 44 | 9 | 6 | 10 | -12 |
| August 27-28 | The Sun | 32 | 44 | 10 | 8 | 6 | -12 |
| August 23-24 | Sunday Times | 34 | 43 | 10 | 6 | 7 | -9 |
| August 22-23 | The Sun | 32 | 44 | 10 | 7 | 7 | -12 |
| August 21-22 | The Sun | 33 | 42 | 10 | 6 | 9 | -9 |
| August 20-21 | The Sun | 34 | 44 | 8 | 8 | 6 | -10 |
| August 19-20 | The Sun | 34 | 44 | 8 | 7 | 7 | -10 |
| August 16-17 | Sunday Times | 32 | 43 | 10 | 7 | 7 | -11 |
| August 15-16 | The Sun | 35 | 44 | 8 | 6 | 7 | -9 |
| August 14-15 | The Sun | 34 | 43 | 10 | 6 | 7 | -9 |
| August 13-14 | The Sun | 34 | 44 | 10 | 7 | 6 | -10 |
| August 12-13 | The Sun | 34 | 42 | 9 | 6 | 8 | -8 |
| August 9-10 | Sunday Times | 34 | 42 | 8 | 8 | 8 | -8 |
| August 8-9 | The Sun | 33 | 42 | 9 | 9 | 7 | -9 |
| August 7-8 | The Sun | 33 | 42 | 11 | 6 | 7 | -9 |
| August 6-7 | The Sun | 33 | 44 | 9 | 8 | 7 | -11 |
| August 5-6 | The Sun | 34 | 44 | 10 | 6 | 6 | -10 |
| August 2-3 | Sunday Times | 32 | 44 | 10 | 8 | 6 | -12 |
| August 1-2 | The Sun | 33 | 43 | 8 | 9 | 6 | -10 |
| July 31-August 1 | The Sun | 32 | 43 | 10 | 8 | 7 | -11 |
| July 30-31 | The Sun | 34 | 42 | 10 | 6 | 8 | -8 |
| July 29-30 | The Sun | 33 | 44 | 9 | 7 | 7 | -11 |
| July 26-27 | Sunday Times | 33 | 42 | 9 | 8 | 8 | -9 |
| July 25-26 | The Sun | 33 | 42 | 9 | 8 | 8 | -9 |
| July 24-25 | The Sun | 33 | 44 | 9 | 7 | 7 | -11 |
| July 23-24 | The Sun | 33 | 44 | 9 | 7 | 7 | -11 |
| July 22-23 | The Sun | 33 | 43 | 9 | 8 | 7 | -10 |
| July 19-20 | Sunday Times | 34 | 43 | 11 | 7 | 6 | -9 |

| Date | Client | Con | Lab | Lib Dem | UKIP | Other (exc. UKIP) | Con lead over Lab |
|-------------------|--------------|-----|-----|---------|------|-------------------|-------------------|
| | | % | % | % | % | % | % |
| 2012 cont. | | | | | | | |
| July 18-19 | The Sun | 34 | 42 | 9 | 7 | 8 | -8 |
| July 17-18 | The Sun | 33 | 43 | 8 | 7 | 9 | -10 |
| July 16-17 | The Sun | 34 | 43 | 8 | 7 | 7 | -9 |
| July 15-16 | The Sun | 33 | 44 | 9 | 8 | 6 | -11 |
| July 12-13 | Sunday Times | 34 | 43 | 9 | 7 | 7 | -9 |
| July 11-12 | The Sun | 34 | 42 | 9 | 7 | 9 | -8 |
| July 10-11 | The Sun | 35 | 42 | 9 | 8 | 7 | -7 |
| July 9-10 | The Sun | 33 | 43 | 11 | 6 | 7 | -10 |
| July 8-9 | The Sun | 35 | 44 | 7 | 6 | 8 | -9 |
| July 5-6 | Sunday Times | 32 | 43 | 8 | 8 | 9 | -11 |
| July 4-5 | The Sun | 35 | 43 | 8 | 8 | 6 | -8 |
| July 3-4 | The Sun | 33 | 44 | 8 | 7 | 9 | -11 |
| July 2-3 | The Sun | 35 | 42 | 10 | 7 | 6 | -7 |
| July 1-2 | The Sun | 34 | 44 | 8 | 8 | 7 | -10 |
| June 28-29 | Sunday Times | 34 | 43 | 9 | 6 | 8 | -9 |
| June 27-28 | The Sun | 32 | 43 | 10 | 7 | 8 | -11 |
| June 26-27 | The Sun | 31 | 45 | 9 | 7 | 8 | -14 |
| June 25-26 | The Sun | 34 | 42 | 11 | 7 | 6 | -8 |
| June 24-25 | The Sun | 32 | 43 | 11 | 7 | 7 | -11 |
| June 21-22 | Sunday Times | 34 | 43 | 9 | 8 | 5 | -9 |
| June 20-21 | The Sun | 33 | 43 | 8 | 8 | 7 | -10 |
| June 19-20 | The Sun | 34 | 41 | 10 | 8 | 7 | -7 |
| June 18-19 | The Sun | 34 | 44 | 7 | 6 | 8 | -10 |
| June 17-18 | The Sun | 33 | 44 | 7 | 8 | 8 | -11 |
| June 14-15 | The Sun | 32 | 44 | 9 | 8 | 8 | -12 |
| June 13-14 | The Sun | 31 | 43 | 9 | 8 | 9 | -12 |
| June 12-13 | The Sun | 31 | 43 | 9 | 9 | 8 | -12 |
| June 11-12 | The Sun | 33 | 43 | 8 | 8 | 8 | -10 |
| June 10-11 | The Sun | 31 | 45 | 9 | 9 | 7 | -14 |
| June 7-8 | Sunday Times | 34 | 42 | 7 | 9 | 8 | -8 |
| June 6-7 | The Sun | 34 | 43 | 8 | 6 | 9 | -9 |
| June 5-6 | The Sun | 34 | 43 | 8 | 7 | 8 | -9 |
| May 31- June 1 | Sunday Times | 32 | 42 | 8 | 7 | 10 | -10 |
| May 30-31 | The Sun | 31 | 45 | 9 | 8 | 7 | -14 |
| May 29-30 | The Sun | 32 | 44 | 9 | 7 | 9 | -12 |
| May 28-29 | The Sun | 32 | 45 | 8 | 8 | 7 | -13 |
| May 27-28 | The Sun | 33 | 44 | 8 | 7 | 8 | -11 |
| May 24-25 | Sunday Times | 31 | 43 | 8 | 8 | 9 | -12 |
| May 23-24 | The Sun | 34 | 42 | 8 | 7 | 9 | -8 |
| May 22-23 | The Sun | 32 | 42 | 9 | 9 | 8 | -10 |
| May 21-22 | The Sun | 32 | 43 | 8 | 9 | 8 | -11 |
| May 20-21 | The Sun | 32 | 44 | 7 | 8 | 8 | -12 |
| May 17-18 | Sunday Times | 32 | 43 | 8 | 9 | 8 | -11 |
| May 16-17 | The Sun | 31 | 44 | 7 | 9 | 9 | -13 |
| May 15-16 | The Sun | 31 | 45 | 9 | 8 | 7 | -14 |
| May 14-15 | The Sun | 32 | 43 | 8 | 9 | 8 | -11 |
| May 13-14 | The Sun | 31 | 45 | 7 | 8 | 8 | -14 |

| Date | Client | Con | Lab | Lib Dem | UKIP | Other (exc. UKIP) | Con lead over Lab |
|-------------------|--------------|-----|-----|---------|------|-------------------|-------------------|
| | | % | % | % | % | % | % |
| 2012 cont. | | | | | | | |
| May 10-11 | Sunday Times | 31 | 43 | 10 | 8 | 9 | -12 |
| May 9-10 | The Sun | 34 | 44 | 7 | 7 | 8 | -10 |
| May 8-9 | The Sun | 31 | 44 | 9 | 8 | 9 | -13 |
| May 7-8 | The Sun | 31 | 44 | 8 | 8 | 9 | -13 |
| May 3-4 | Sunday Times | 31 | 43 | 9 | 8 | 9 | -12 |
| May 2-3 | The Sun | 32 | 41 | 9 | 9 | 9 | -9 |
| May 1-2 | The Sun | 33 | 43 | 8 | 8 | 8 | -10 |
| April 30 - May 1 | The Sun | 32 | 41 | 9 | 8 | 10 | -9 |
| April 29-30 | The Sun | 35 | 42 | 8 | 7 | 8 | -7 |
| April 26-27 | Sunday Times | 29 | 40 | 11 | 10 | 10 | -11 |
| April 25-26 | The Sun | 31 | 43 | 9 | 9 | 9 | -12 |
| April 24-25 | The Sun | 32 | 43 | 9 | 8 | 8 | -11 |
| April 23-24 | The Sun | 32 | 43 | 8 | 8 | 8 | -11 |
| April 22-23 | The Sun | 32 | 45 | 8 | 7 | 8 | -13 |
| April 19-20 | Sunday Times | 33 | 41 | 11 | 8 | 7 | -8 |
| April 18-19 | The Sun | 32 | 45 | 8 | 7 | 9 | -13 |
| April 17-18 | The Sun | 32 | 41 | 10 | 8 | 8 | -9 |
| April 16-17 | The Sun | 32 | 41 | 8 | 9 | 10 | -9 |
| April 15-16 | The Sun | 32 | 43 | 8 | 9 | 8 | -11 |
| April 12-13 | Sunday Times | 33 | 39 | 10 | 7 | 10 | -6 |
| April 11-12 | The Sun | 35 | 41 | 9 | 7 | 9 | -6 |
| April 10-11 | The Sun | 35 | 41 | 8 | 6 | 10 | -6 |
| April 9-10 | The Sun | 36 | 40 | 9 | 6 | 9 | -4 |
| April 4-5 | The Sun | 33 | 42 | 8 | 7 | 10 | -9 |
| April 3-4 | The Sun | 32 | 42 | 9 | 8 | 9 | -10 |
| April 2-3 | The Sun | 34 | 42 | 8 | 6 | 9 | -8 |
| April 1-2 | The Sun | 33 | 43 | 8 | 6 | 10 | -10 |
| March 30-31 | Sunday Times | 33 | 42 | 8 | 7 | 10 | -9 |
| March 28-29 | The Sun | 34 | 44 | 8 | 5 | 9 | -10 |
| March 27-28 | The Sun | 34 | 44 | 10 | 6 | 6 | -10 |
| March 26-27 | The Sun | 33 | 43 | 9 | 7 | 8 | -10 |
| March 25-26 | The Sun | 35 | 42 | 9 | 6 | 8 | -7 |
| March 22-23 | Sunday Times | 35 | 42 | 10 | 6 | 8 | -7 |
| March 21-22 | The Sun | 34 | 42 | 9 | 6 | 9 | -8 |
| March 20-21 | The Sun | 36 | 41 | 10 | 5 | 8 | -5 |
| March 19-20 | The Sun | 35 | 43 | 9 | 4 | 9 | -8 |
| March 18-19 | The Sun | 36 | 42 | 9 | 5 | 8 | -6 |
| March 15-16 | Sunday Times | 38 | 40 | 9 | 5 | 9 | -2 |
| March 14-15 | The Sun | 37 | 42 | 8 | 5 | 8 | -5 |
| March 13-14 | The Sun | 38 | 41 | 9 | 5 | 7 | -3 |
| March 12-13 | The Sun | 36 | 43 | 9 | 5 | 7 | -7 |
| March 11-12 | The Sun | 36 | 41 | 9 | 6 | 8 | -5 |
| March 8-9 | Sunday Times | 37 | 42 | 9 | 5 | 7 | -5 |
| March 7-8 | The Sun | 37 | 42 | 8 | 4 | 8 | -5 |
| March 6-7 | The Sun | 38 | 41 | 9 | 6 | 6 | -3 |
| March 5-6 | The Sun | 37 | 41 | 9 | 6 | 7 | -4 |
| March 4-5 | The Sun | 36 | 41 | 11 | 5 | 8 | -5 |

| Date | Client | Con | Lab | Lib Dem | UKIP | Other (exc. UKIP) | Con lead over Lab |
|-------------------------|--------------|-----|-----|---------|------|-------------------|-------------------|
| | | % | % | % | % | % | % |
| 2012 cont. | | | | | | | |
| March 1-2 | Sunday Times | 40 | 39 | 9 | 5 | 7 | 1 |
| February 29 - March 1 | The Sun | 39 | 39 | 8 | 5 | 9 | 0 |
| February 28-29 | The Sun | 38 | 40 | 9 | 5 | 8 | -2 |
| February 27-28 | The Sun | 40 | 39 | 9 | 5 | 7 | 1 |
| February 26-27 | The Sun | 38 | 40 | 9 | 6 | 7 | -2 |
| February 23-24 | Sunday Times | 38 | 40 | 10 | 5 | 7 | -2 |
| February 22-23 | The Sun | 39 | 38 | 10 | 4 | 10 | 1 |
| February 21-22 | The Sun | 38 | 40 | 8 | 5 | 10 | -2 |
| February 20-21 | The Sun | 37 | 41 | 9 | 5 | 8 | -4 |
| February 19-20 | The Sun | 39 | 38 | 10 | 5 | 8 | 1 |
| February 16-17 | Sunday Times | 37 | 41 | 7 | 6 | 9 | -4 |
| February 15-16 | The Sun | 39 | 39 | 9 | 5 | 8 | 0 |
| February 14-15 | The Sun | 39 | 40 | 9 | 5 | 7 | -1 |
| February 13-14 | The Sun | 40 | 39 | 9 | 5 | 8 | 1 |
| February 12-13 | The Sun | 38 | 42 | 9 | 4 | 7 | -4 |
| February 9-10 | Sunday Times | 38 | 39 | 9 | 4 | 10 | -1 |
| February 8-9 | The Sun | 38 | 41 | 9 | 4 | 7 | -3 |
| February 7-8 | The Sun | 40 | 38 | 10 | 4 | 8 | 2 |
| February 6-7 | The Sun | 37 | 42 | 9 | 5 | 8 | -5 |
| February 5-6 | The Sun | 41 | 40 | 8 | 5 | 6 | 1 |
| February 2-3 | Sunday Times | 39 | 40 | 9 | 5 | 7 | -1 |
| February 1-2 | The Sun | 39 | 41 | 8 | 5 | 7 | -2 |
| January 31 - February 1 | The Sun | 38 | 40 | 8 | 5 | 8 | -2 |
| January 30-31 | The Sun | 39 | 40 | 9 | 4 | 8 | -1 |
| January 29-30 | The Sun | 40 | 38 | 10 | 5 | 7 | 2 |
| January 26-27 | Sunday Times | 39 | 40 | 8 | 5 | 7 | -1 |
| January 25-26 | The Sun | 39 | 40 | 9 | 4 | 8 | -1 |
| January 24-25 | The Sun | 38 | 40 | 9 | 6 | 7 | -2 |
| January 23-24 | The Sun | 40 | 38 | 9 | 5 | 8 | 2 |
| January 22-23 | The Sun | 39 | 40 | 8 | 6 | 6 | -1 |
| January 19-20 | Sunday Times | 41 | 36 | 9 | 5 | 9 | 5 |
| January 18-19 | The Sun | 41 | 38 | 8 | 6 | 7 | 3 |
| January 17-18 | The Sun | 40 | 39 | 7 | 5 | 8 | 1 |
| January 16-17 | The Sun | 39 | 40 | 8 | 4 | 8 | -1 |
| January 15-16 | The Sun | 40 | 40 | 9 | 5 | 6 | 0 |
| January 12-13 | Sunday Times | 38 | 40 | 9 | 5 | 9 | -2 |
| January 11-12 | The Sun | 41 | 40 | 8 | 4 | 6 | 1 |
| January 10-11 | The Sun | 40 | 38 | 10 | 4 | 8 | 2 |
| January 9-10 | The Sun | 40 | 40 | 10 | 4 | 6 | 0 |
| January 8-9 | The Sun | 39 | 41 | 10 | 3 | 7 | -2 |
| January 5-6 | Sunday Times | 38 | 40 | 10 | 5 | 7 | -2 |
| January 4-5 | The Sun | 39 | 41 | 11 | 3 | 6 | -2 |
| January 3-4 | The Sun | 38 | 42 | 10 | 5 | 6 | -4 |
| January 2-3 | The Sun | 39 | 41 | 9 | 4 | 8 | -2 |

| Date | Client | Con | Lab | Lib Dem | Other | Con lead over Lab |
|------------------------|--------------|-----|-----|---------|-------|-------------------|
| | | % | % | % | % | |
| 2011 | | | | | | |
| December 21-22 | The Sun | 40 | 40 | 9 | 11 | 0 |
| December 20-21 | The Sun | 40 | 40 | 10 | 11 | 0 |
| December 19-20 | The Sun | 39 | 40 | 10 | 11 | -1 |
| December 18-19 | The Sun | 38 | 42 | 9 | 10 | -4 |
| December 15-16 | Sunday Times | 39 | 42 | 9 | 11 | -3 |
| December 14-15 | The Sun | 41 | 40 | 10 | 10 | 1 |
| December 13-14 | The Sun | 40 | 38 | 10 | 12 | 2 |
| December 12-13 | The Sun | 41 | 39 | 10 | 10 | 2 |
| December 11-12 | The Sun | 39 | 40 | 10 | 12 | -1 |
| December 8-9 | Sunday Times | 38 | 39 | 11 | 13 | -1 |
| December 7-8 | The Sun | 36 | 41 | 10 | 14 | -5 |
| December 6-7 | The Sun | 35 | 42 | 9 | 14 | -7 |
| December 5-6 | The Sun | 37 | 41 | 10 | 12 | -4 |
| December 4-5 | The Sun | 36 | 42 | 11 | 11 | -6 |
| December 1-2 | Sunday Times | 35 | 43 | 9 | 13 | -8 |
| November 30-December 1 | The Sun | 36 | 41 | 11 | 12 | -5 |
| November 29-30 | The Sun | 37 | 42 | 9 | 13 | -5 |
| November 28-29 | The Sun | 38 | 41 | 9 | 12 | -3 |
| November 27-28 | The Sun | 37 | 39 | 9 | 14 | -2 |
| November 24-25 | Sunday Times | 34 | 43 | 11 | 12 | -9 |
| November 23-24 | The Sun | 35 | 40 | 9 | 16 | -5 |
| November 22-23 | The Sun | 35 | 40 | 11 | 14 | -5 |
| November 21-22 | The Sun | 35 | 42 | 9 | 14 | -7 |
| November 20-21 | The Sun | 36 | 40 | 9 | 15 | -4 |
| November 17-18 | Sunday Times | 36 | 40 | 9 | 15 | -4 |
| November 16-17 | The Sun | 34 | 40 | 11 | 15 | -6 |
| November 15-16 | The Sun | 36 | 41 | 10 | 13 | -5 |
| November 14-15 | The Sun | 36 | 42 | 7 | 15 | -6 |
| November 13-14 | The Sun | 37 | 40 | 9 | 13 | -3 |
| November 10-11 | Sunday Times | 36 | 41 | 9 | 14 | -5 |
| November 9-10 | The Sun | 35 | 42 | 8 | 15 | -7 |
| November 8-9 | The Sun | 36 | 40 | 10 | 14 | -4 |
| November 7-8 | The Sun | 35 | 40 | 10 | 14 | -5 |
| November 6-7 | The Sun | 36 | 41 | 9 | 13 | -5 |
| November 3-4 | Sunday Times | 35 | 41 | 9 | 15 | -6 |
| November 2-3 | The Sun | 36 | 41 | 8 | 15 | -5 |
| November 1-2 | The Sun | 37 | 41 | 8 | 13 | -4 |
| October 31-November 1 | The Sun | 35 | 41 | 9 | 15 | -6 |
| October 30-31 | The Sun | 39 | 41 | 8 | 13 | -2 |
| October 27-28 | Sunday Times | 36 | 39 | 8 | 16 | -3 |
| October 26-27 | The Sun | 35 | 42 | 9 | 14 | -7 |
| October 25-26 | The Sun | 35 | 41 | 10 | 15 | -6 |
| October 24-25 | The Sun | 36 | 40 | 9 | 15 | -4 |
| October 23-24 | The Sun | 36 | 40 | 9 | 14 | -4 |
| October 20-21 | Sunday Times | 36 | 38 | 10 | 16 | -2 |
| October 19-20 | The Sun | 36 | 41 | 10 | 13 | -5 |
| October 18-19 | The Sun | 35 | 41 | 9 | 14 | -6 |
| October 17-18 | The Sun | 38 | 42 | 9 | 11 | -4 |

| Date | Client | Con | Lab | Lib Dem | Other | Con lead over Lab |
|-------------------|--------------|-----|-----|---------|-------|-------------------|
| | | % | % | % | % | |
| 2011 cont. | | | | | | |
| October 16-17 | The Sun | 37 | 40 | 9 | 14 | -3 |
| October 13-14 | Sunday Times | 39 | 42 | 8 | 11 | -3 |
| October 12-13 | The Sun | 37 | 42 | 9 | 12 | -5 |
| October 11-12 | The Sun | 36 | 42 | 9 | 14 | -6 |
| October 10-11 | The Sun | 37 | 41 | 8 | 14 | -4 |
| October 9-10 | The Sun | 36 | 40 | 11 | 13 | -4 |
| October 6-7 | Sunday Times | 38 | 42 | 9 | 11 | -4 |
| October 5-6 | The Sun | 37 | 41 | 10 | 12 | -4 |
| October 4-5 | The Sun | 37 | 41 | 9 | 13 | -4 |
| October 3-4 | The Sun | 38 | 42 | 9 | 12 | -4 |
| October 2-3 | The Sun | 37 | 42 | 9 | 12 | -5 |
| September 29-30 | Sunday Times | 36 | 42 | 10 | 12 | -6 |
| September 28-29 | The Sun | 38 | 41 | 9 | 11 | -3 |
| September 27-28 | The Sun | 37 | 43 | 9 | 11 | -6 |
| September 26-27 | The Sun | 37 | 43 | 8 | 12 | -6 |
| September 25-26 | The Sun | 39 | 41 | 8 | 13 | -2 |
| September 22-23 | Sunday Times | 36 | 42 | 11 | 11 | -6 |
| September 21-22 | The Sun | 36 | 42 | 10 | 12 | -6 |
| September 20-21 | The Sun | 35 | 41 | 9 | 14 | -6 |
| September 19-20 | The Sun | 36 | 41 | 10 | 12 | -5 |
| September 18-19 | The Sun | 36 | 42 | 10 | 12 | -6 |
| September 15-16 | Sunday Times | 36 | 42 | 9 | 13 | -6 |
| September 14-15 | The Sun | 38 | 41 | 9 | 12 | -3 |
| September 13-14 | The Sun | 37 | 41 | 10 | 13 | -4 |
| September 12-13 | The Sun | 35 | 43 | 10 | 12 | -8 |
| September 11-12 | The Sun | 37 | 41 | 10 | 11 | -4 |
| September 8-9 | Sunday Times | 38 | 41 | 9 | 13 | -3 |
| September 7-8 | The Sun | 36 | 42 | 10 | 12 | -6 |
| September 6-7 | The Sun | 36 | 42 | 9 | 14 | -6 |
| September 5-6 | The Sun | 38 | 40 | 9 | 13 | -2 |
| September 4-5 | The Sun | 37 | 43 | 9 | 12 | -6 |
| September 1-2 | Sunday Times | 38 | 39 | 10 | 13 | -1 |
| August 29-Sept 1 | The Sun | 36 | 42 | 10 | 12 | -6 |
| August 30-31 | The Sun | 37 | 42 | 10 | 12 | -5 |
| August 29-30 | The Sun | 39 | 40 | 10 | 11 | -1 |
| August 25-26 | Sunday Times | 38 | 41 | 9 | 13 | -3 |
| August 24-25 | The Sun | 37 | 42 | 9 | 12 | -5 |
| August 23-24 | The Sun | 36 | 43 | 9 | 13 | -7 |
| August 22-23 | The Sun | 37 | 44 | 9 | 10 | -7 |
| August 21-22 | The Sun | 35 | 44 | 9 | 12 | -9 |
| August 18-19 | Sunday Times | 36 | 40 | 11 | 13 | -4 |
| August 17-18 | The Sun | 36 | 44 | 9 | 12 | -8 |
| August 16-17 | The Sun | 35 | 44 | 9 | 12 | -9 |
| August 15-16 | The Sun | 36 | 42 | 10 | 12 | -6 |
| August 14-15 | The Sun | 35 | 43 | 9 | 13 | -8 |
| August 11-12 | The Sun | 36 | 43 | 9 | 11 | -7 |
| August 10-11 | The Sun | 35 | 43 | 9 | 13 | -8 |
| August 9-10 | The Sun | 36 | 43 | 9 | 13 | -7 |

| Date | Client | Con | Lab | Lib Dem | Other | Con lead over Lab |
|-------------------|--------------|-----|-----|---------|-------|-------------------|
| | | % | % | % | % | |
| 2011 cont. | | | | | | |
| August 8-9 | The Sun | 36 | 43 | 9 | 13 | -7 |
| August 7-8 | The Sun | 36 | 44 | 9 | 12 | -8 |
| August 4-5 | Sunday Times | 35 | 44 | 9 | 12 | -9 |
| August 3-4 | The Sun | 36 | 42 | 10 | 12 | -6 |
| August 2-3 | The Sun | 35 | 43 | 10 | 11 | -8 |
| August 1-2 | The Sun | 36 | 45 | 8 | 11 | -9 |
| July 31-August 1 | The Sun | 35 | 42 | 11 | 12 | -7 |
| July 28-29 | Sunday Times | 35 | 44 | 10 | 12 | -9 |
| July 27- 28 | The Sun | 36 | 42 | 11 | 11 | -6 |
| July 26-27 | The Sun | 36 | 43 | 8 | 13 | -7 |
| July 25-26 | The Sun | 35 | 44 | 9 | 12 | -9 |
| July 24-25 | The Sun | 37 | 41 | 10 | 12 | -4 |
| July 21-22 | Sunday Times | 35 | 43 | 10 | 12 | -8 |
| July 20-21 | The Sun | 36 | 44 | 9 | 12 | -8 |
| July 19-20 | The Sun | 35 | 43 | 11 | 11 | -8 |
| July 18-19 | The Sun | 36 | 43 | 8 | 13 | -7 |
| July 17-18 | The Sun | 37 | 42 | 9 | 12 | -5 |
| July 14- 15 | Sunday Times | 36 | 42 | 11 | 11 | -6 |
| July 13-14 | The Sun | 36 | 43 | 9 | 11 | -7 |
| July 12-13 | The Sun | 35 | 43 | 10 | 12 | -8 |
| July 11-12 | The Sun | 37 | 42 | 9 | 12 | -5 |
| July 10-11 | The Sun | 35 | 43 | 10 | 12 | -8 |
| July 7-8 | Sunday Times | 35 | 44 | 8 | 13 | -9 |
| July 6-7 | The Sun | 37 | 43 | 8 | 12 | -6 |
| July 5-6 | The Sun | 35 | 43 | 9 | 13 | -8 |
| July 4-5 | The Sun | 35 | 43 | 10 | 12 | -8 |
| July 3-4 | The Sun | 37 | 43 | 9 | 12 | -6 |
| June 30 - July 1 | Sunday Times | 36 | 42 | 9 | 13 | -6 |
| June 29-30 | The Sun | 37 | 42 | 8 | 13 | -5 |
| June 28-29 | The Sun | 37 | 41 | 10 | 12 | -4 |
| June 27-28 | The Sun | 36 | 43 | 8 | 12 | -7 |
| June 26-27 | The Sun | 37 | 42 | 10 | 11 | -5 |
| June 23-24 | Sunday Times | 36 | 43 | 9 | 12 | -7 |
| June 22-23 | The Sun | 37 | 42 | 9 | 12 | -5 |
| June 21-22 | The Sun | 36 | 42 | 9 | 13 | -6 |
| June 20-21 | The Sun | 37 | 42 | 8 | 13 | -5 |
| June 19-20 | The Sun | 37 | 43 | 9 | 11 | -6 |
| June 16-17 | Sunday Times | 37 | 42 | 10 | 11 | -5 |
| June 15-16 | The Sun | 37 | 43 | 9 | 11 | -6 |
| June 14-15 | The Sun | 36 | 42 | 9 | 12 | -6 |
| June 13-14 | The Sun | 37 | 42 | 10 | 11 | -5 |
| June 12-13 | The Sun | 37 | 42 | 10 | 11 | -5 |
| June 9-10 | Sunday Times | 37 | 42 | 9 | 12 | -5 |
| June 8-9 | The Sun | 37 | 43 | 8 | 12 | -6 |
| June 7-8 | The Sun | 37 | 42 | 9 | 12 | -5 |
| June 6-7 | The Sun | 36 | 44 | 8 | 12 | -8 |
| June 5-6 | The Sun | 37 | 43 | 9 | 12 | -6 |
| June 2-3 | Sunday Times | 37 | 42 | 9 | 12 | -5 |

| Date | Client | Con | Lab | Lib Dem | Other | Con lead over Lab |
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| | | % | % | % | % | |
| 2011 cont. | | | | | | |
| June 1-2 | The Sun | 36 | 42 | 9 | 13 | -6 |
| May 31-June 1 | The Sun | 39 | 41 | 9 | 12 | -2 |
| May 30-31 | The Sun | 37 | 42 | 9 | 12 | -5 |
| May 26-27 | Sunday Times | 37 | 43 | 9 | 12 | -6 |
| May 25-26 | The Sun | 37 | 43 | 8 | 12 | -6 |
| May 24-25 | The Sun | 37 | 41 | 10 | 12 | -4 |
| May 23-24 | The Sun | 38 | 42 | 9 | 11 | -4 |
| May 22-23 | The Sun | 38 | 42 | 10 | 10 | -4 |
| May 19-20 | Sunday Times | 37 | 42 | 8 | 13 | -5 |
| May 18-19 | The Sun | 38 | 40 | 10 | 12 | -2 |
| May 17-18 | The Sun | 36 | 42 | 9 | 13 | -6 |
| May 16-17 | The Sun | 39 | 41 | 9 | 12 | -2 |
| May 15-16 | The Sun | 38 | 41 | 10 | 12 | -3 |
| May 12-13 | Sunday Times | 36 | 41 | 9 | 13 | -5 |
| May 11-12 | The Sun | 39 | 41 | 9 | 11 | -2 |
| May 10-11 | The Sun | 36 | 42 | 8 | 14 | -6 |
| May 9-10 | The Sun | 38 | 40 | 9 | 13 | -2 |
| May 8-9 | The Sun | 38 | 42 | 8 | 12 | -4 |
| May 5-6 | Sunday Times | 36 | 41 | 10 | 12 | -5 |
| May 4-5 | The Sun | 37 | 39 | 10 | 13 | -2 |
| May 3-4 | The Sun | 36 | 40 | 11 | 14 | -4 |
| May 2-3 | The Sun | 37 | 42 | 10 | 11 | -5 |
| April 28-29 | Sunday Times | 36 | 41 | 10 | 12 | -5 |
| April 27-28 | The Sun | 36 | 41 | 12 | 12 | -5 |
| April 26-27 | The Sun | 36 | 42 | 10 | 12 | -6 |
| April 25-26 | The Sun | 36 | 41 | 10 | 13 | -5 |
| April 20-21 | The Sun | 36 | 42 | 10 | 12 | -6 |
| April 19-20 | The Sun | 36 | 43 | 9 | 12 | -7 |
| April 18-19 | The Sun | 36 | 43 | 9 | 12 | -7 |
| April 17-18 | The Sun | 36 | 42 | 9 | 12 | -6 |
| April 14-15 | Sunday Times | 37 | 41 | 9 | 12 | -4 |
| April 13-14 | The Sun | 36 | 42 | 10 | 12 | -6 |
| April 12-13 | The Sun | 35 | 44 | 10 | 12 | -9 |
| April 11-12 | The Sun | 37 | 42 | 9 | 11 | -5 |
| April 10-11 | The Sun | 36 | 42 | 10 | 12 | -6 |
| April 7-8 | Sunday Times | 36 | 43 | 9 | 12 | -7 |
| April 6-7 | The Sun | 35 | 44 | 10 | 11 | -9 |
| April 5-6 | The Sun | 36 | 42 | 10 | 12 | -6 |
| April 4-5 | The Sun | 37 | 42 | 9 | 12 | -5 |
| April 3-4 | The Sun | 37 | 42 | 9 | 11 | -5 |
| March 31-April 1 | Sunday Times | 36 | 42 | 11 | 11 | -6 |
| March 30-31 | The Sun | 35 | 42 | 10 | 13 | -7 |
| March 29-30 | The Sun | 35 | 45 | 9 | 11 | -10 |
| March 28-29 | The Sun | 36 | 42 | 10 | 11 | -6 |
| March 27-28 | The Sun | 36 | 44 | 9 | 11 | -8 |
| March 24-25 | Sunday Times | 38 | 41 | 11 | 10 | -3 |
| March 23-24 | The Sun | 37 | 41 | 11 | 11 | -4 |
| March 22-23 | The Sun | 36 | 42 | 10 | 11 | -6 |

| Date | Client | Con | Lab | Lib Dem | Other | Con lead over Lab |
|-------------------|--------------|-----|-----|---------|-------|-------------------|
| | | % | % | % | % | |
| 2011 cont. | | | | | | |
| March 21-22 | The Sun | 35 | 42 | 9 | 14 | -7 |
| March 20-21 | The Sun | 36 | 43 | 9 | 11 | -7 |
| March 17-18 | Sunday Times | 37 | 43 | 9 | 11 | -6 |
| March 16-17 | The Sun | 35 | 43 | 10 | 12 | -8 |
| March 15-16 | The Sun | 35 | 43 | 10 | 12 | -8 |
| March 14-15 | The Sun | 35 | 45 | 9 | 11 | -10 |
| March 13-14 | The Sun | 35 | 44 | 9 | 12 | -9 |
| March 10-11 | Sunday Times | 33 | 44 | 10 | 13 | -11 |
| March 9-10 | The Sun | 34 | 45 | 9 | 12 | -11 |
| March 8-9 | The Sun | 36 | 42 | 9 | 14 | -6 |
| March 7-8 | The Sun | 36 | 44 | 10 | 11 | -8 |
| March 6-7 | The Sun | 36 | 42 | 9 | 13 | -6 |
| March 3-4 | Sunday Times | 35 | 43 | 10 | 12 | -8 |
| March 2-3 | The Sun | 36 | 42 | 10 | 11 | -6 |
| March 1-2 | The Sun | 36 | 41 | 11 | 12 | -5 |
| Feb 28-March 1 | The Sun | 34 | 43 | 11 | 12 | -9 |
| February 27-28 | The Sun | 36 | 43 | 10 | 11 | -7 |
| February 24-25 | Sunday Times | 36 | 44 | 10 | 10 | -8 |
| February 23-24 | The Sun | 38 | 42 | 10 | 10 | -4 |
| February 22-23 | The Sun | 36 | 44 | 11 | 9 | -8 |
| February 21-22 | The Sun | 37 | 43 | 9 | 11 | -6 |
| February 20-21 | The Sun | 36 | 42 | 11 | 11 | -6 |
| February 17-18 | Sunday Times | 37 | 41 | 10 | 11 | -4 |
| February 16-17 | The Sun | 36 | 42 | 10 | 11 | -6 |
| February 15-16 | The Sun | 35 | 45 | 10 | 10 | -10 |
| February 14-15 | The Sun | 37 | 44 | 10 | 10 | -7 |
| February 13-14 | The Sun | 36 | 44 | 10 | 10 | -8 |
| February 10-11 | Sunday Times | 35 | 45 | 9 | 11 | -10 |
| February 9-10 | The Sun | 35 | 44 | 10 | 12 | -9 |
| February 8-9 | The Sun | 36 | 43 | 10 | 11 | -7 |
| February 7-8 | The Sun | 35 | 43 | 10 | 11 | -8 |
| February 6-7 | The Sun | 37 | 43 | 9 | 10 | -6 |
| February 3-4 | Sunday Times | 36 | 44 | 10 | 11 | -8 |
| February 2-3 | The Sun | 37 | 44 | 9 | 10 | -7 |
| February 1-2 | The Sun | 36 | 44 | 9 | 10 | -8 |
| Jan 31-Feb 1 | The Sun | 39 | 44 | 8 | 10 | -5 |
| January 30-31 | The Sun | 40 | 42 | 8 | 11 | -2 |
| January 27-28 | Sunday Times | 39 | 43 | 8 | 10 | -4 |
| January 26-27 | The Sun | 38 | 44 | 8 | 10 | -6 |
| January 25-26 | The Sun | 39 | 41 | 10 | 11 | -2 |
| January 24-25 | The Sun | 37 | 43 | 10 | 10 | -6 |
| January 23-24 | The Sun | 37 | 42 | 11 | 11 | -5 |
| January 20-21 | Sunday Times | 39 | 43 | 9 | 10 | -4 |
| January 19-20 | The Sun | 36 | 43 | 10 | 11 | -7 |
| January 18-19 | The Sun | 37 | 42 | 9 | 11 | -5 |
| January 17-18 | The Sun | 39 | 44 | 8 | 9 | -5 |
| January 16-17 | The Sun | 37 | 42 | 9 | 11 | -5 |
| January 13-14 | Sunday Times | 37 | 43 | 9 | 11 | -6 |

| Date | Client | Con | Lab | Lib Dem | Other | Con lead over Lab |
|-------------------|--------------|-----|-----|---------|-------|-------------------|
| | | % | % | % | % | |
| 2011 cont. | | | | | | |
| January 12-13 | The Sun | 41 | 41 | 8 | 11 | 0 |
| January 11-12 | The Sun | 36 | 43 | 9 | 11 | -7 |
| January 10-11 | The Sun | 40 | 41 | 7 | 12 | -1 |
| January 8-10 | The Sun | 40 | 43 | 8 | 9 | -3 |
| January 6-7 | Sunday Times | 38 | 41 | 10 | 11 | -3 |
| January 5-6 | The Sun | 39 | 43 | 7 | 10 | -4 |
| January 4-5 | The Sun | 40 | 41 | 10 | 9 | -1 |
| January 3-4 | The Sun | 40 | 42 | 8 | 10 | -2 |
| 2010 | | | | | | |
| December 22-23 | The Sun | 39 | 41 | 9 | 11 | -2 |
| December 21-22 | The Sun | 41 | 42 | 8 | 10 | -1 |
| December 20-21 | The Sun | 40 | 42 | 9 | 9 | -2 |
| December 19-20 | The Sun | 40 | 43 | 8 | 9 | -3 |
| December 16-17 | Sunday Times | 39 | 42 | 9 | 10 | -3 |
| December 15-16 | The Sun | 41 | 41 | 9 | 10 | 0 |
| December 14-15 | The Sun | 42 | 40 | 8 | 9 | 2 |
| December 13-14 | The Sun | 39 | 42 | 9 | 9 | -3 |
| December 12-13 | The Sun | 41 | 42 | 9 | 8 | -1 |
| December 9-10 | Sunday Times | 40 | 42 | 9 | 10 | -2 |
| December 8-9 | The Sun | 41 | 39 | 11 | 9 | 2 |
| December 7-8 | The Sun | 41 | 41 | 8 | 9 | 0 |
| December 6-7 | The Sun | 42 | 39 | 9 | 10 | 3 |
| December 5-6 | The Sun | 42 | 39 | 10 | 9 | 3 |
| December 2-3 | Sunday Times | 41 | 39 | 10 | 10 | 2 |
| December 1-2 | The Sun | 40 | 40 | 11 | 9 | 0 |
| Nov30- Dec 1 | The Sun | 41 | 38 | 11 | 10 | 3 |
| November 29-30 | The Sun | 40 | 40 | 10 | 10 | 0 |
| November 28-29 | The Sun | 40 | 40 | 10 | 10 | 0 |
| November 25-26 | Sunday Times | 40 | 40 | 9 | 11 | 0 |
| November 24-25 | The Sun | 42 | 39 | 10 | 9 | 3 |
| November 23-24 | The Sun | 40 | 40 | 9 | 11 | 0 |
| November 22-23 | The Sun | 42 | 40 | 10 | 9 | 2 |
| November 21-22 | The Sun | 41 | 38 | 11 | 10 | 3 |
| November 18-19 | Sunday Times | 40 | 38 | 11 | 11 | 2 |
| November 17-18 | The Sun | 40 | 40 | 11 | 9 | 0 |
| November 16-17 | The Sun | 40 | 40 | 11 | 10 | 0 |
| November 15-16 | The Sun | 37 | 42 | 10 | 10 | -5 |
| November 14-15 | The Sun | 40 | 42 | 10 | 8 | -2 |
| November 11-12 | Sunday Times | 39 | 41 | 10 | 9 | -2 |
| November 10-11 | The Sun | 40 | 40 | 10 | 10 | 0 |
| November 9-10 | The Sun | 42 | 37 | 11 | 10 | 5 |
| November 8-9 | The Sun | 40 | 39 | 13 | 8 | 1 |
| November 7-8 | The Sun | 42 | 39 | 11 | 9 | 3 |
| November 4-5 | Sunday Times | 40 | 39 | 12 | 10 | 1 |
| November 3-4 | The Sun | 40 | 39 | 11 | 10 | 1 |
| November 2-3 | The Sun | 40 | 40 | 9 | 10 | 0 |
| November 1-2 | The Sun | 41 | 40 | 11 | 8 | 1 |
| Oct 31- Nov 1 | The Sun | 41 | 39 | 11 | 9 | 2 |

| Date | Client | Con | Lab | Lib Dem | Other | Con lead over Lab |
|-------------------|--------------|-----|-----|---------|-------|-------------------|
| | | % | % | % | % | |
| 2010 cont. | | | | | | |
| October 28-29 | Sunday Times | 42 | 37 | 13 | 8 | 5 |
| October 27-28 | The Sun | 41 | 39 | 11 | 9 | 2 |
| October 26-27 | The Sun | 41 | 39 | 12 | 8 | 2 |
| October 25-26 | The Sun | 40 | 38 | 12 | 9 | 2 |
| October 24-25 | The Sun | 40 | 40 | 11 | 9 | 0 |
| October 21-22 | Sunday Times | 41 | 40 | 10 | 9 | 1 |
| October 20-21 | The Sun | 41 | 40 | 10 | 9 | 1 |
| October 19-20 | The Sun | 41 | 39 | 11 | 9 | 2 |
| October 18-19 | The Sun | 42 | 39 | 11 | 8 | 3 |
| October 17-18 | The Sun | 41 | 39 | 12 | 7 | 2 |
| October 14-15 | Sunday Times | 41 | 39 | 11 | 9 | 2 |
| October 13-14 | The Sun | 42 | 38 | 12 | 8 | 4 |
| October 12-13 | The Sun | 41 | 40 | 11 | 8 | 1 |
| October 11-12 | The Sun | 43 | 38 | 12 | 8 | 5 |
| October 10-11 | The Sun | 42 | 38 | 12 | 8 | 4 |
| October 7-8 | Sunday Times | 42 | 38 | 12 | 8 | 4 |
| October 6-7 | The Sun | 42 | 38 | 12 | 8 | 4 |
| October 5-6 | The Sun | 42 | 40 | 11 | 7 | 2 |
| October 4-5 | The Sun | 43 | 39 | 11 | 7 | 4 |
| October 3-4 | The Sun | 41 | 39 | 12 | 8 | 2 |
| Sep 30-October 1 | Sunday Times | 39 | 41 | 11 | 8 | -2 |
| September 29-30 | The Sun | 41 | 39 | 12 | 8 | 2 |
| September 28-29 | The Sun | 41 | 39 | 12 | 9 | 2 |
| September 27-28 | The Sun | 41 | 40 | 12 | 8 | 1 |
| September 26-27 | The Sun | 39 | 40 | 12 | 9 | -1 |
| September 23-24 | Sunday Times | 39 | 38 | 15 | 9 | 1 |
| September 22-23 | The Sun | 41 | 37 | 13 | 8 | 4 |
| September 21-22 | The Sun | 43 | 36 | 14 | 7 | 7 |
| September 20-21 | The Sun | 39 | 39 | 13 | 8 | 0 |
| September 19-20 | The Sun | 42 | 38 | 11 | 8 | 4 |
| September 16-17 | Sunday Times | 41 | 39 | 13 | 7 | 2 |
| September 15-16 | The Sun | 41 | 38 | 12 | 9 | 3 |
| September 14-15 | The Sun | 42 | 39 | 12 | 7 | 3 |
| September 13-14 | The Sun | 40 | 39 | 12 | 9 | 1 |
| September 12-13 | The Sun | 41 | 38 | 12 | 9 | 3 |
| September 9-10 | Sunday Times | 42 | 38 | 14 | 6 | 4 |
| September 8-9 | The Sun | 42 | 37 | 14 | 8 | 5 |
| September 7-8 | The Sun | 43 | 38 | 12 | 7 | 5 |
| September 6-7 | The Sun | 42 | 38 | 13 | 8 | 4 |
| September 5-6 | The Sun | 42 | 37 | 13 | 8 | 5 |
| September 2-3 | Sunday Times | 42 | 37 | 12 | 9 | 5 |
| September 1-2 | The Sun | 42 | 37 | 12 | 9 | 5 |
| August 31-Sept 01 | The Sun | 43 | 37 | 12 | 8 | 6 |
| August 30-31 | The Sun | 43 | 38 | 11 | 8 | 5 |
| August 26-27 | Sunday Times | 41 | 37 | 13 | 8 | 4 |
| August 25-26 | The Sun | 42 | 37 | 12 | 9 | 5 |
| August 24-25 | The Sun | 42 | 37 | 12 | 8 | 5 |
| August 23-24 | The Sun | 41 | 38 | 13 | 8 | 3 |

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| 2010 cont. | | | | | | |
| August 22-23 | The Sun | 41 | 39 | 12 | 9 | 2 |
| August 19-20 | Sunday Times | 41 | 38 | 12 | 8 | 3 |
| August 18-19 | The Sun | 41 | 38 | 14 | 8 | 3 |
| August 17-18 | The Sun | 44 | 36 | 12 | 7 | 8 |
| August 16-17 | The Sun | 42 | 37 | 14 | 8 | 5 |
| August 15-16 | The Sun | 41 | 37 | 15 | 8 | 4 |
| August 12-13 | Sunday Times | 42 | 37 | 13 | 7 | 5 |
| August 11-12 | The Sun | 42 | 37 | 14 | 8 | 5 |
| August 10-11 | The Sun | 41 | 37 | 15 | 8 | 4 |
| August 9-10 | The Sun | 42 | 38 | 14 | 7 | 4 |
| August 8-9 | The Sun | 40 | 36 | 15 | 9 | 4 |
| August 5-6 | Sunday Times | 42 | 36 | 13 | 8 | 6 |
| August 4-5 | The Sun | 44 | 36 | 13 | 7 | 8 |
| August 3-4 | The Sun | 42 | 36 | 13 | 9 | 6 |
| August 2-3 | The Sun | 41 | 36 | 13 | 9 | 5 |
| August 1-2 | The Sun | 42 | 38 | 12 | 8 | 4 |
| July 29-30 | Sunday Times | 42 | 38 | 12 | 7 | 4 |
| July 27-28 | The Sun | 42 | 36 | 14 | 8 | 6 |
| July 26-27 | The Sun | 42 | 37 | 14 | 7 | 5 |
| July 25-26 | The Sun | 42 | 35 | 15 | 8 | 7 |
| July 22-23 | Sunday Times | 41 | 36 | 14 | 9 | 5 |
| July 21-22 | The Sun | 43 | 35 | 15 | 7 | 8 |
| July 20-21 | The Sun | 44 | 35 | 13 | 7 | 9 |
| July 19-20 | The Sun | 43 | 35 | 14 | 8 | 8 |
| July 18-19 | The Sun | 42 | 35 | 15 | 8 | 7 |
| July 15-16 | Sunday Times | 40 | 37 | 15 | 7 | 3 |
| July 14-15 | The Sun | 43 | 34 | 15 | 8 | 9 |
| July 13-14 | The Sun | 43 | 34 | 15 | 8 | 9 |
| July 12-13 | The Sun | 42 | 35 | 15 | 8 | 7 |
| July 11-12 | The Sun | 42 | 35 | 15 | 8 | 7 |
| July 8-9 | Sunday Times | 42 | 34 | 17 | 7 | 8 |
| July 7-8 | The Sun | 42 | 35 | 16 | 7 | 7 |
| July 6-7 | The Sun | 40 | 36 | 17 | 7 | 4 |
| July 5-6 | The Sun | 41 | 36 | 15 | 9 | 5 |
| July 4-5 | The Sun | 40 | 36 | 16 | 8 | 4 |
| July 1-2 | Sunday Times | 41 | 36 | 16 | 7 | 5 |
| June 30-July 1 | The Sun | 42 | 35 | 16 | 7 | 7 |
| June 29-30 | The Sun | 42 | 36 | 15 | 6 | 6 |
| June 28-29 | The Sun | 42 | 36 | 15 | 7 | 6 |
| June 27-28 | The Sun | 42 | 35 | 16 | 7 | 7 |
| June 24-25 | Sunday Times | 43 | 36 | 16 | 6 | 7 |
| June 23-24 | The Sun | 43 | 34 | 17 | 5 | 9 |
| June 22-23 | The Sun | 42 | 34 | 17 | 7 | 8 |
| June 21-22 | The Sun | 41 | 37 | 15 | 7 | 4 |
| June 20-21 | The Sun | 41 | 33 | 18 | 7 | 8 |
| June 17-18 | Sunday Times | 39 | 34 | 19 | 8 | 5 |
| June 10-11 | Sunday Times | 40 | 32 | 18 | 9 | 8 |
| May 20-21 | Sunday Times | 39 | 32 | 21 | 7 | 7 |

| Date | Client | Con | Lab | Lib Dem | Other | Con lead over Lab |
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| 2010 cont. | | | | | | |
| May 13-14 | Sunday Times | 37 | 34 | 21 | 8 | 3 |