

YouGov / The Sun Survey Results

Sample Size: 1922 GB Adults

Fieldwork: 31st January - 1st February 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
	Total	Con	Lab	Lib Dem	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	1922	576	652	117	621	527	427	937	985	231	490	663	537	1077	812	247	626	410	472	166	
Unweighted Sample	1922	584	640	142	623	508	455	932	990	97	450	801	574	1292	597	324	597	347	455	198	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

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

Con	39	100	0	0	91	1	17	36	41	40	38	36	42	41	35	47	51	37	29	16
Lab	44	0	100	0	3	97	42	44	43	40	45	46	41	42	47	41	32	47	53	52
Lib Dem	8	0	0	100	1	1	30	8	7	7	10	8	6	9	6	5	10	6	7	10
Other	10	0	0	0	5	2	10	11	8	13	8	10	11	8	12	6	7	10	11	22

Other Parties Voting Intention

UKIP	4	0	0	0	4	0	2	4	3	0	2	4	6	3	4	4	3	5	5	0
SNP / PCY	2	0	0	0	0	0	3	2	2	5	1	2	2	2	2	0	0	1	0	21
BNP	2	0	0	0	1	0	3	2	1	4	1	2	1	1	3	0	1	4	2	1
Green	1	0	0	0	0	0	3	1	2	3	2	1	1	2	1	1	2	1	1	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	1	0	1	1	0	2	1	0	0	1	0	0	0	2	0

Non Voters

Would Not Vote	8	0	0	0	4	4	3	8	9	19	13	4	6	5	13	13	10	7	5	10
Don't know	14	0	0	0	9	11	20	9	18	18	15	14	12	14	14	12	18	13	11	10

30-31 Jan | 31 Jan - 1 Feb

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

Approve	34	31	81	4	41	67	5	25	34	28	24	32	30	34	37	23	39	35	30	26	21
Disapprove	53	56	9	94	40	21	88	61	57	54	53	52	59	56	51	61	48	46	61	65	64
Don't know	13	13	11	2	19	12	8	13	8	18	23	16	11	10	12	15	13	19	9	9	14

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	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 1922	576	652	117	621	527	427	937	985	231	490	663	537	1077	812	247	626	410	472	166	
Unweighted Sample 1922	584	640	142	623	508	455	932	990	97	450	801	574	1292	597	324	597	347	455	198	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

17-18 Jan 31 Jan - 1 Feb

Which of the following do you think are the most important issues facing the country at this time? Please tick up to three

The economy	75	82	89	84	81	88	84	82	82	82	76	82	83	83	83	80	82	79	83	82	90
Immigration & Asylum	47	43	55	28	27	59	30	26	42	44	30	31	46	55	38	49	46	44	43	40	42
Health	32	33	26	45	30	24	47	37	31	34	25	25	34	42	32	34	32	32	37	34	25
Tax	29	26	21	29	26	21	28	26	27	24	33	32	26	16	24	28	21	26	26	27	25
Crime	23	19	20	15	11	23	13	18	18	19	15	21	19	18	20	18	22	20	15	20	13
Pensions	15	19	16	21	28	15	21	21	19	19	14	13	22	24	18	20	16	19	15	21	28
Education	16	17	14	21	23	14	22	20	16	18	26	20	17	12	22	10	19	17	20	17	10
Afghanistan	11	10	12	9	10	12	8	7	10	10	9	8	8	14	10	10	9	10	8	10	12
Family life & childcare	8	9	4	14	11	5	16	6	5	12	5	12	9	7	8	9	7	8	10	9	13
The environment	7	7	3	9	13	3	8	11	7	6	9	7	7	5	9	4	7	8	5	5	9
Europe	6	6	9	2	4	10	3	3	8	5	3	3	7	9	6	7	6	5	7	8	6
Transport	6	5	6	6	5	4	4	9	7	4	9	7	4	4	7	3	7	5	4	7	5
None of these	0	1	0	1	0	0	1	1	1	0	1	2	0	0	1	0	1	0	1	0	0
Don't know	2	2	0	1	0	1	0	4	2	1	8	2	0	0	1	3	0	3	1	2	1

And which of the following do you think are the most important issues facing you and your family? Please tick up to three.

The economy	66	71	74	76	66	72	75	69	72	70	76	69	77	64	73	69	72	69	72	71	76
Tax	38	38	33	41	37	36	41	39	41	34	55	46	35	25	39	35	37	39	36	36	42
Health	37	34	32	40	37	30	37	37	31	37	17	22	33	54	31	38	32	34	34	38	25
Pensions	30	34	35	32	33	34	33	33	32	35	22	17	34	54	32	37	29	34	35	33	42
Family life & childcare	15	14	12	15	17	12	17	11	10	16	12	22	13	7	13	14	11	15	15	12	12
Immigration & Asylum	15	13	17	8	4	19	9	6	14	12	12	7	13	18	11	15	12	12	15	12	14
Crime	12	13	14	12	8	15	11	9	14	13	12	13	13	15	12	15	20	12	13	13	9
Education	12	13	14	12	20	14	15	12	12	14	19	17	14	5	16	7	15	12	16	11	9
Transport	11	11	10	11	10	11	10	14	11	10	13	12	10	9	13	7	11	11	8	12	10
The environment	7	6	4	6	15	3	5	11	6	7	6	6	6	7	7	5	7	5	6	6	9
Europe	3	4	6	2	3	6	1	1	5	2	0	2	4	8	4	4	4	3	6	4	1
Afghanistan	2	1	2	1	0	2	1	1	1	2	0	1	1	3	2	1	1	2	1	1	1
None of these	3	2	3	1	0	3	1	2	2	2	3	4	1	2	2	2	2	2	2	2	1
Don't know	2	2	0	2	1	1	2	4	2	2	8	3	1	1	1	3	0	3	2	2	1

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	57	124
	Male 25 to 39	229	262
	Male 40 to 54	364	342
	Male 55 +	316	262
	Female 18 to 24	73	120
	Female 25 to 39	302	257
	Female 40 to 54	449	353
	Female 55 +	242	313
Region			
	North England	438	497
	Midlands	283	331
	East England	187	197
	London	323	260
	South England	489	468
	Wales	94	104
	Scotland	218	174
Social Grade			
	AB	796	558
	C1	544	578
	C2	287	419
	DE	366	438
Newspaper Type			
	Express / Mail	418	304
	Sun / Star	197	430
	Mirror / Record	124	309
	Guardian / Independent	168	67
	FT / Times / Telegraph	230	176
	Other Paper	235	232
	No Paper	660	513
Political Party Identification			
	Labour	703	660
	Conservative	523	576
	Liberal Democrat	227	245
	Others	234	65
	None/ DK	345	486

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