

# YouGov / The Sun Survey Results

Sample Size: 2006 GB Adults  
Fieldwork: 1st - 2nd November 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
<b>Weighted Sample</b>	<b>2006</b>	643	623	179	973	1033	240	515	685	566	1131	853	257	658	428	491	173
<b>Unweighted Sample</b>	<b>2006</b>	636	592	182	959	1047	127	474	799	606	1315	669	287	661	380	472	206
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

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

Con	41	100	0	0	36	46	48	40	32	49	43	38	39	51	46	33	17
Lab	40	0	100	0	45	35	39	41	46	31	37	44	42	27	33	55	57
Lib Dem	11	0	0	100	11	12	7	12	13	10	13	9	14	15	10	8	6
Other	8	0	0	0	9	7	7	6	8	10	7	10	5	7	11	4	19

## Other Parties Voting Intention

UKIP	3	0	0	0	3	3	1	1	2	6	2	4	3	4	2	2	1
SNP / PCY	2	0	0	0	3	2	3	2	2	2	2	2	0	0	4	0	16
Green	1	0	0	0	1	2	2	2	2	0	2	1	2	2	1	1	1
BNP	1	0	0	0	2	0	2	1	2	1	1	2	0	0	3	2	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	0	0	0	1	0	0	1	0	0	1	0	0

## Non Voters

Would Not Vote	7	0	0	0	6	8	13	9	5	5	6	8	8	9	8	5	2
Don't know	15	0	0	0	11	18	18	14	16	12	13	17	11	14	17	15	18

31 Oct -  
1 Nov

1-2 Oct

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

Approve	41	39	84	4	57	39	38	31	37	34	50	42	34	40	47	38	34	23
Disapprove	43	44	5	87	21	47	41	36	40	56	38	41	48	44	34	43	53	62
Don't know	16	17	11	9	21	13	21	33	24	11	12	17	18	16	19	19	13	16

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

18-19 Oct  
1-2 Oct

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	78	<b>78</b>	83	78	81	82	74	68	78	80	79	81	73	75	75	79	80	80
Immigration & Asylum	48	<b>48</b>	63	33	33	46	51	32	37	51	62	44	54	46	51	55	46	30
Crime	23	<b>22</b>	21	23	16	22	23	19	18	26	24	21	24	24	21	24	23	23
Pensions	23	<b>22</b>	20	25	30	24	21	6	15	28	29	25	19	21	24	19	21	27
Health	21	<b>19</b>	13	27	17	16	22	13	18	21	21	19	18	18	19	21	17	24
Tax	16	<b>18</b>	14	23	24	21	16	25	28	17	8	18	18	21	15	15	21	23
Afghanistan	16	<b>18</b>	23	16	21	17	19	5	15	18	26	16	20	15	20	18	16	17
Education	16	<b>12</b>	10	14	13	11	12	24	12	9	9	14	9	13	11	10	13	11
Family life & childcare	11	<b>11</b>	5	17	13	8	14	9	14	12	8	12	10	9	10	12	13	9
Europe	5	<b>9</b>	14	4	5	11	7	5	7	8	14	9	10	5	9	13	10	7
The environment	10	<b>8</b>	5	8	16	7	8	13	9	7	5	8	7	7	8	6	8	8
Transport	3	<b>3</b>	2	5	5	4	2	5	5	3	1	4	2	9	4	2	1	4
None of these	0	<b>1</b>	0	1	1	1	0	1	1	0	1	1	0	0	1	0	1	2
Don't know	2	<b>3</b>	1	1	1	3	2	9	5	0	0	2	4	2	3	3	1	5

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	64	<b>65</b>	72	67	66	67	63	54	64	70	63	67	61	61	65	67	65	64
Pensions	39	<b>36</b>	39	33	47	33	39	8	20	39	60	37	35	27	44	33	33	36
Health	33	<b>34</b>	30	42	30	32	35	22	23	34	48	32	36	31	29	36	37	38
Tax	31	<b>30</b>	33	29	35	32	27	35	41	26	21	32	27	34	28	26	32	29
Family life & childcare	16	<b>16</b>	14	20	12	13	18	10	27	18	5	16	15	15	14	19	15	17
Immigration & Asylum	15	<b>15</b>	19	10	11	16	13	9	7	18	21	11	20	19	16	14	14	6
Crime	15	<b>15</b>	19	14	7	18	12	14	14	17	14	14	17	20	13	14	17	11
Education	14	<b>13</b>	13	16	13	13	14	22	15	15	6	15	10	15	12	14	15	9
The environment	8	<b>7</b>	6	6	17	6	9	12	6	7	7	8	7	10	8	6	7	6
Transport	6	<b>6</b>	4	8	8	6	6	10	6	5	5	7	4	14	5	2	5	8
Europe	3	<b>4</b>	5	1	2	5	2	0	3	3	7	3	5	3	4	3	4	2
Afghanistan	2	<b>3</b>	3	3	2	3	3	1	2	2	5	3	3	3	3	4	2	2
None of these	3	<b>2</b>	2	1	4	2	2	2	3	2	2	2	2	2	2	2	3	1
Don't know	3	<b>4</b>	1	2	1	5	4	15	7	1	0	3	5	1	3	7	3	7

## 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	57	123
Male 25 to 39	197	256
Male 40 to 54	388	338
Male 55 +	317	256
Female 18 to 24	70	117
Female 25 to 39	277	259
Female 40 to 54	411	346
Female 55 +	289	311
<b>Region</b>		
North England	472	491
Midlands	283	326
East England	168	194
London	287	257
South England	493	463
Wales	97	101
Scotland	206	173
<b>Social Grade</b>		
AB	754	556
C1	561	575
C2	273	417
DE	396	436
<b>Newspaper Type</b>		
Express / Mail	417	301
Sun / Star	206	429
Mirror / Record	114	309
Guardian / Independent	173	62
FT / Times / Telegraph	224	170
Other Paper	217	232
No Paper	655	505
<b>Political Party Identification</b>		
Labour	651	654
Conservative	552	570
Liberal Democrat	211	241
Others	233	61
None/ DK	359	480

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